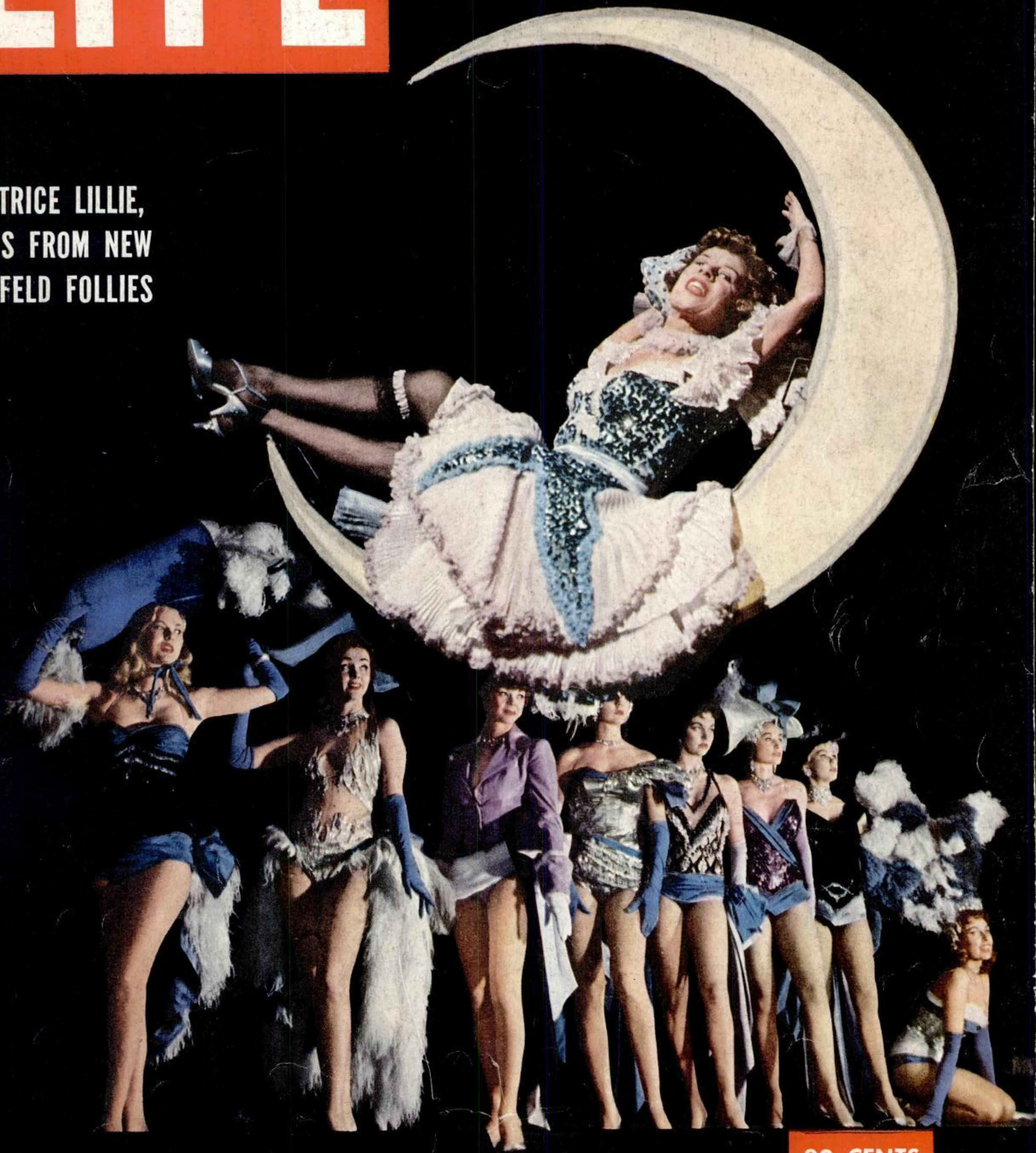


# LIFE

ONE OF AMERICA'S GREAT FAMILIES  
THE LOWELLS OF MASSACHUSETTS

BEATRICE LILLIE,  
GIRLS FROM NEW  
ZIEGFELD FOLLIES



20 CENTS

MARCH 18, 1957



“Any corn flakes are OK  
...as long as they’re  
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Maybe there’s no earth-shaking difference in corn flakes—  
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For colds...

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IF YOU SUFFER FROM PAIN OF ARTHRITIS OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN



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## The birth of a nation

The new African nation of Ghana wins freedom from Britain and celebrates with the cheers of its people and the tears of its leader, Nkrumah.



NKRUMAH'S TEARS OF JOY

## The Lowells, a great family

The Lowells of today live up to the standards the members of their family set in the past as poets, soldiers, statesmen, men of God.



RALPH LOWELL

## The case for civil defense

LIFE shows drawings of massive shelters designed to protect U.S. in a nuclear war, and an expert states the case for all-out civilian defense.



BACKYARD SHELTER

## The rough game of bridge

Armed with fierce stamina, unnerving ego and a killer instinct, top bridge experts wage a ruthless game no average player can hope to match.



BRIDGE EXPERT JACOBY

## The return of the 'Follies'

With pretty girls all around her, Bea Lillie swings on the moon and conquers Broadway with her clowning in new version of "Ziegfeld Follies."



BEA LILLIE

## Masterpieces by Mies

Stunning buildings on U.S. skylines are a tribute to their great architect, 70-year-old Mies van der Rohe, who is taking on bigger and bigger jobs.



MIES VAN DER ROHE

31

126

146

97

89

60

## COVER

Surrounded by beauties in the supporting cast, Bea Lillie perches on the moon in Broadway's new production of the "Ziegfeld Follies" (see pp. 89-95)

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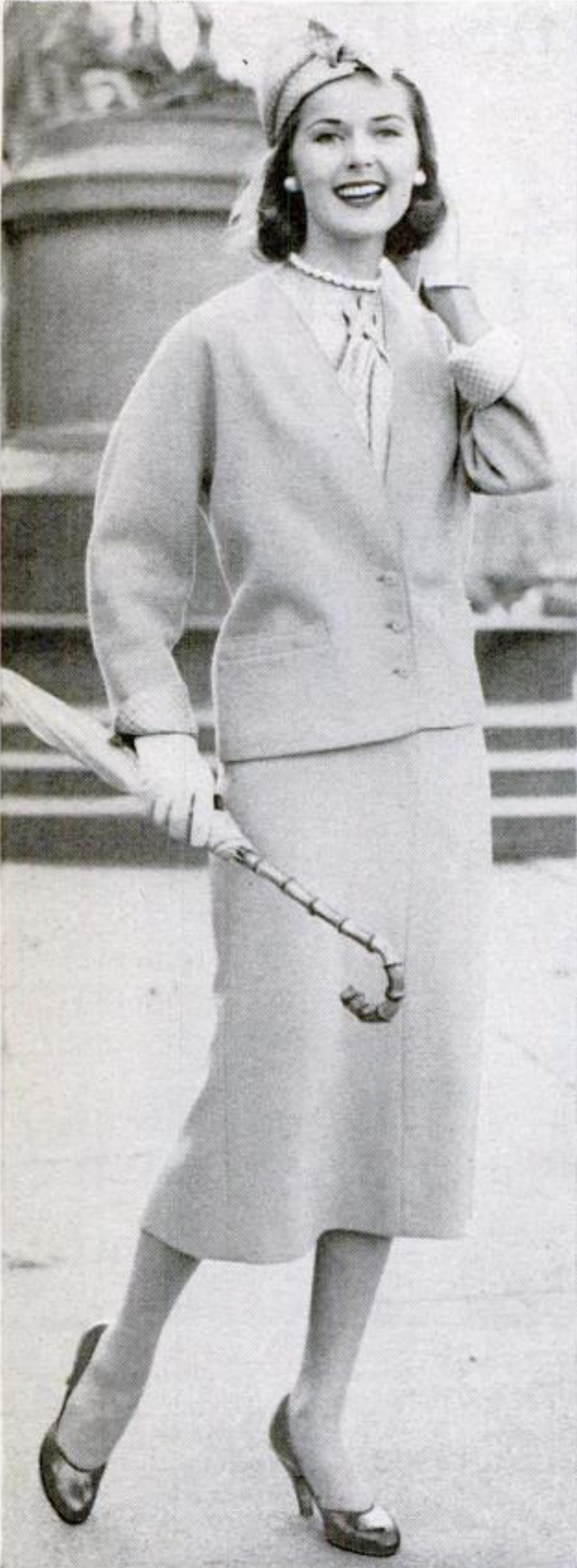
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VOLUME 42  
NUMBER 11



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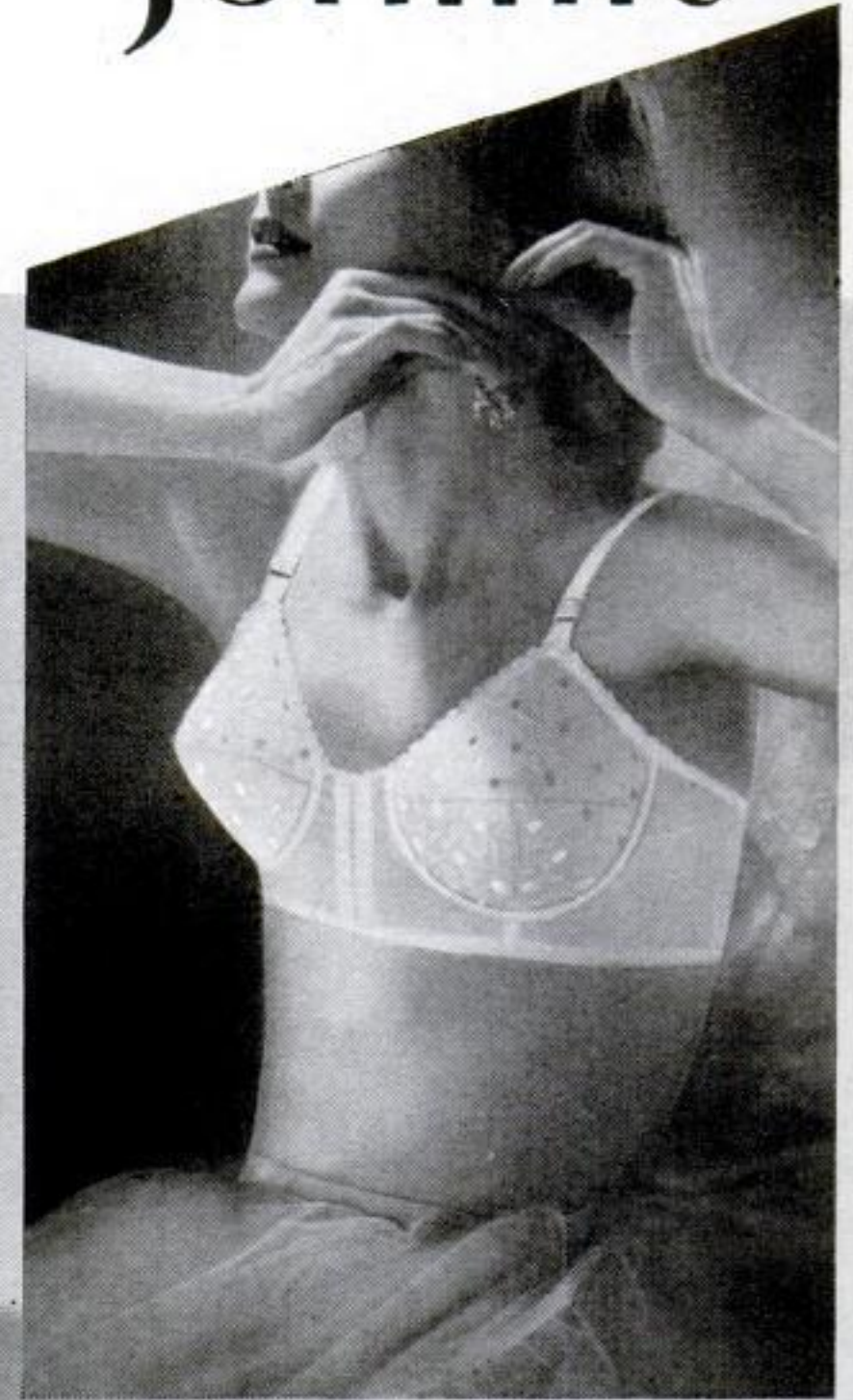
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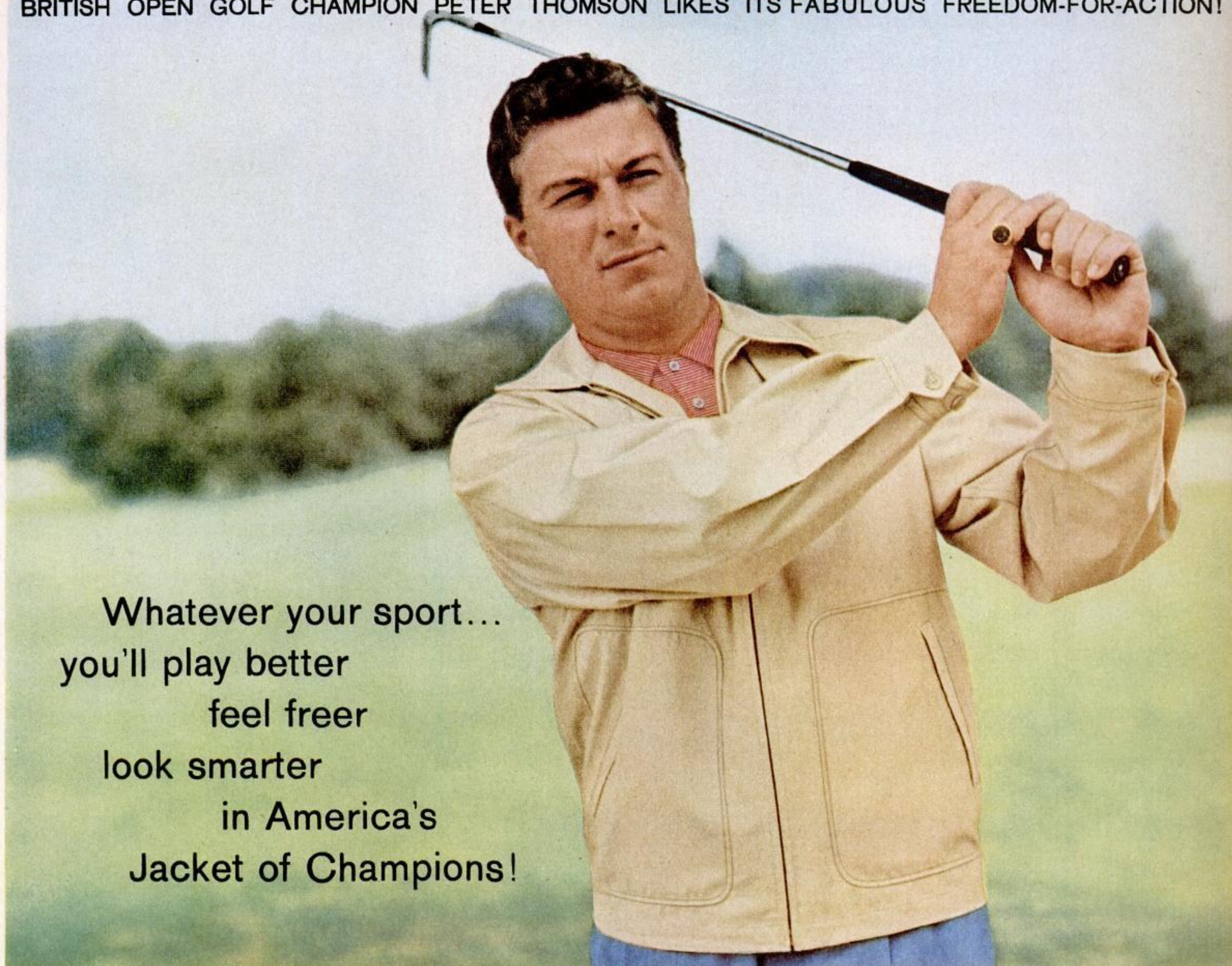
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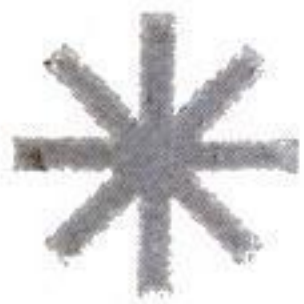
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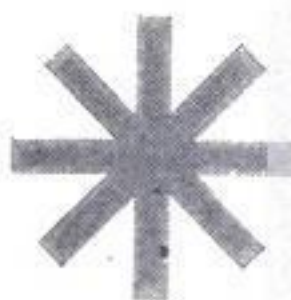
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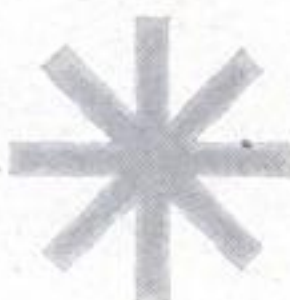
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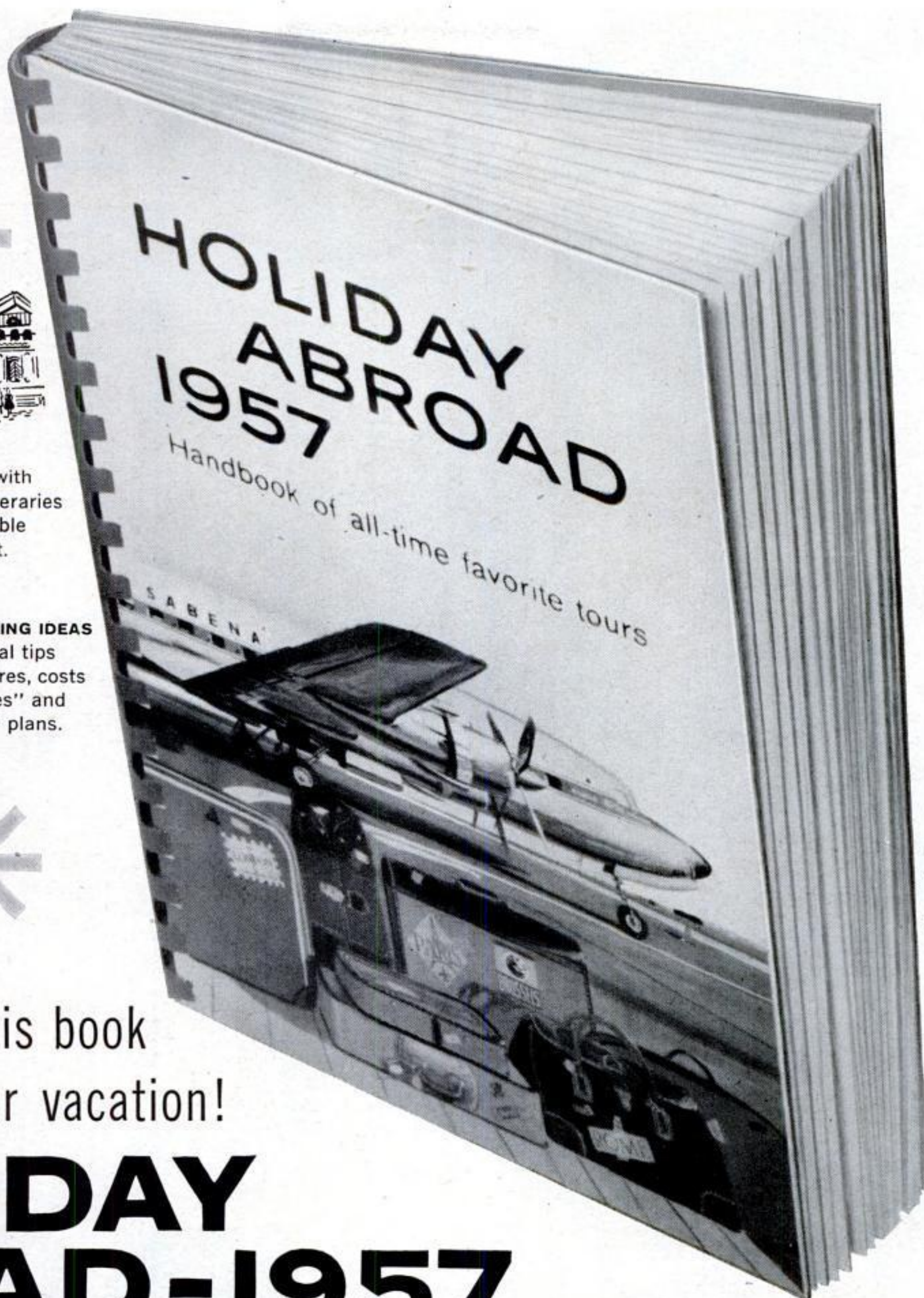
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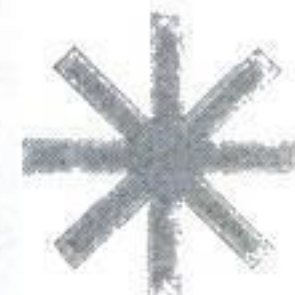
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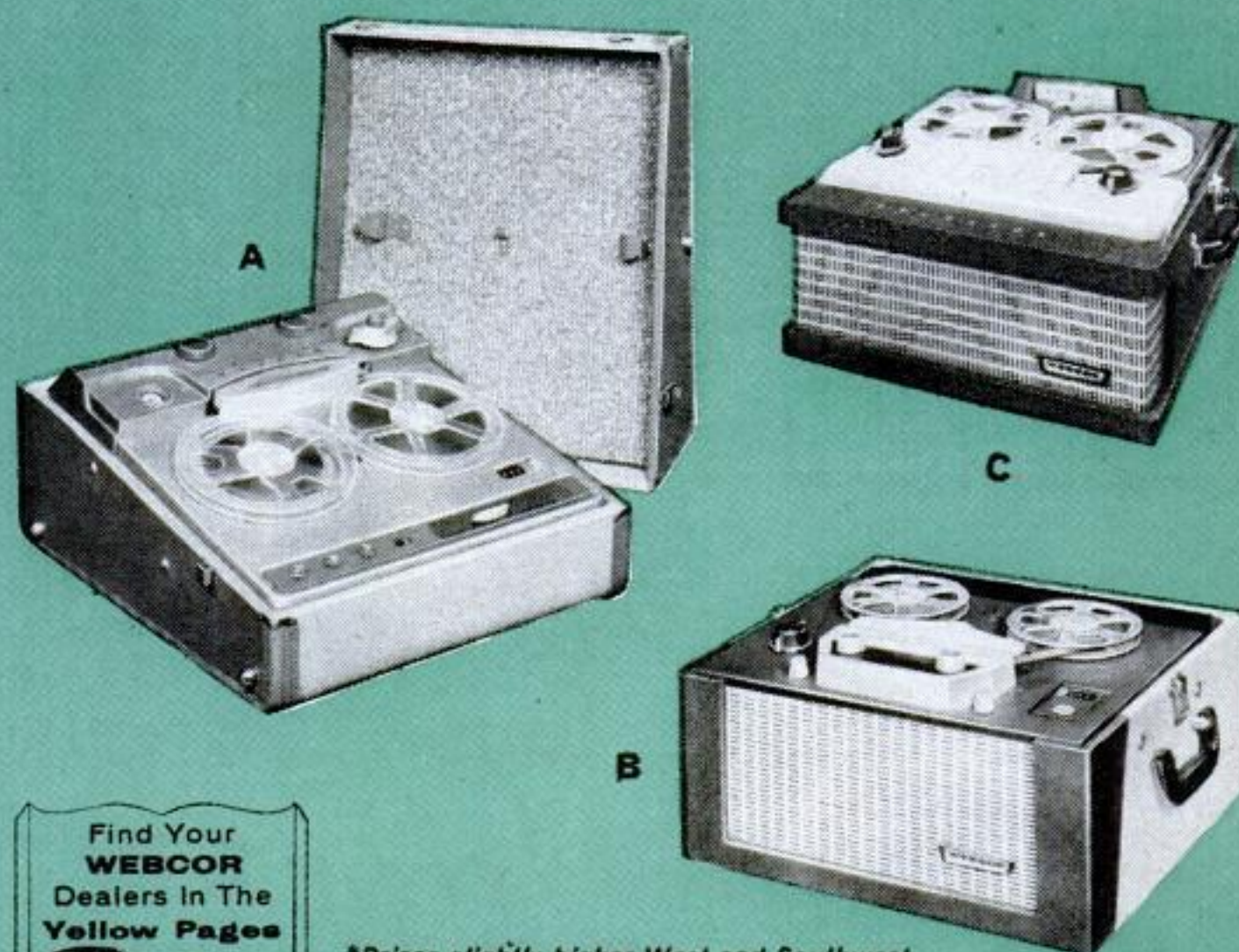
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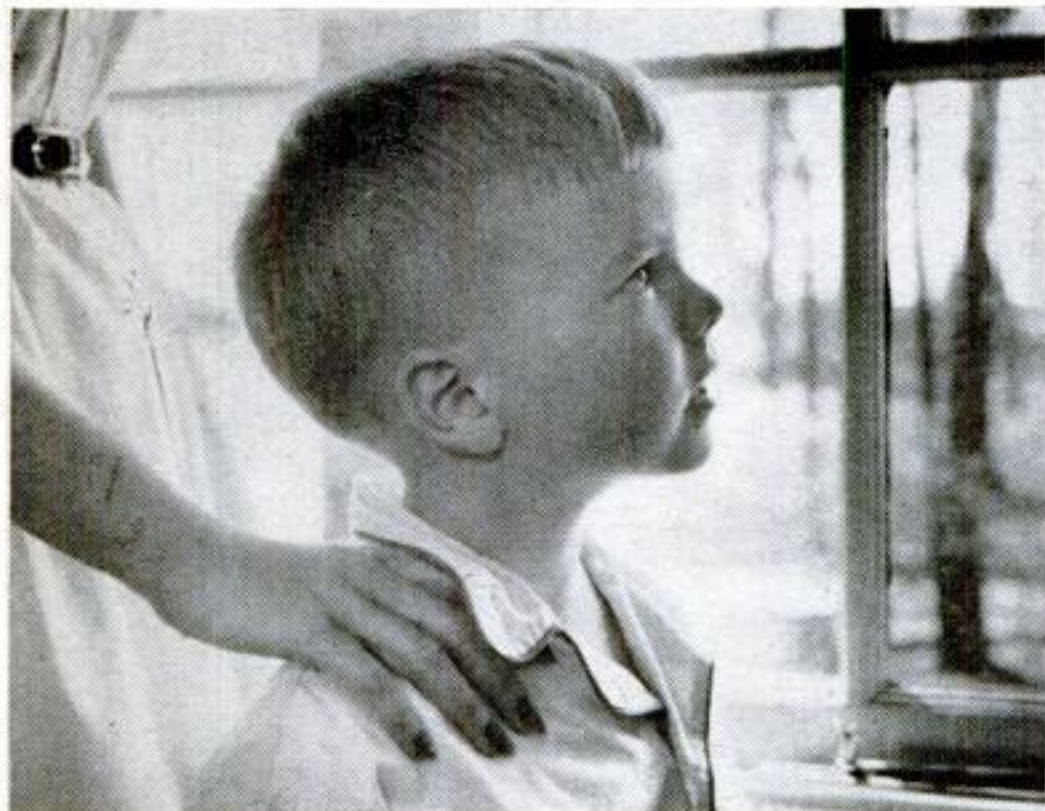


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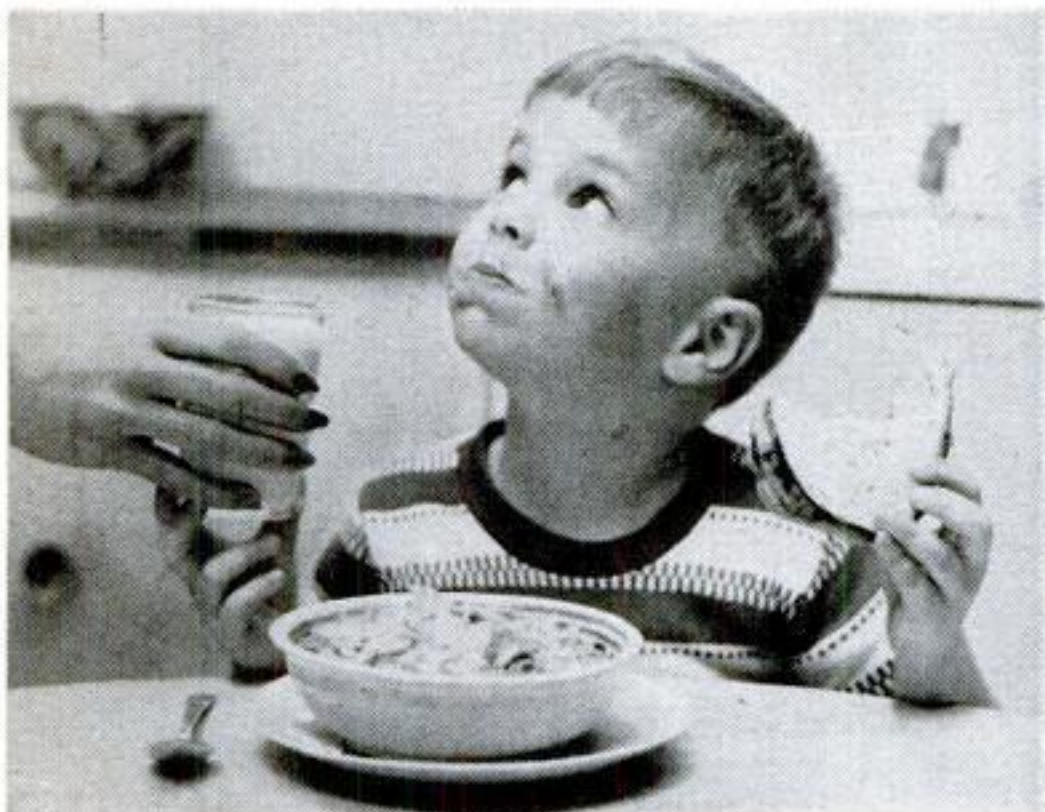
Where does the day begin?



Where does dust come from?



What makes Johnny's dimple?



What makes me hungry?



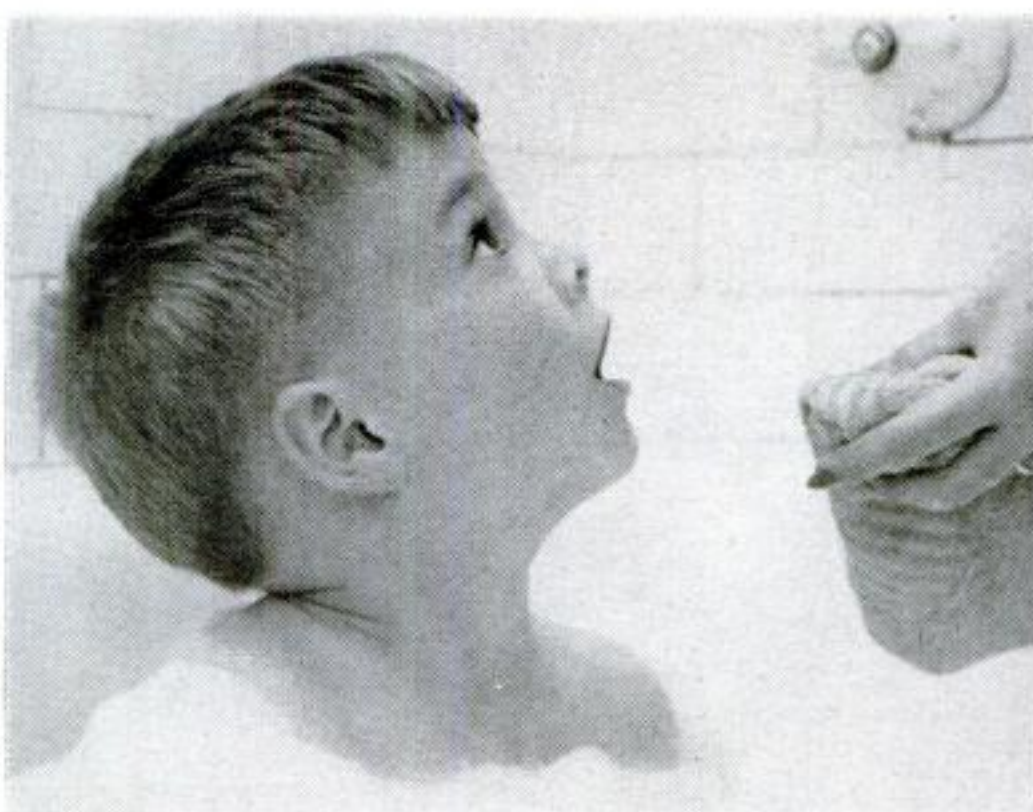
Why doesn't it hurt when he cuts my hair?



Where does the smoke go?



Do dogs dream?



Why does soap make me clean?



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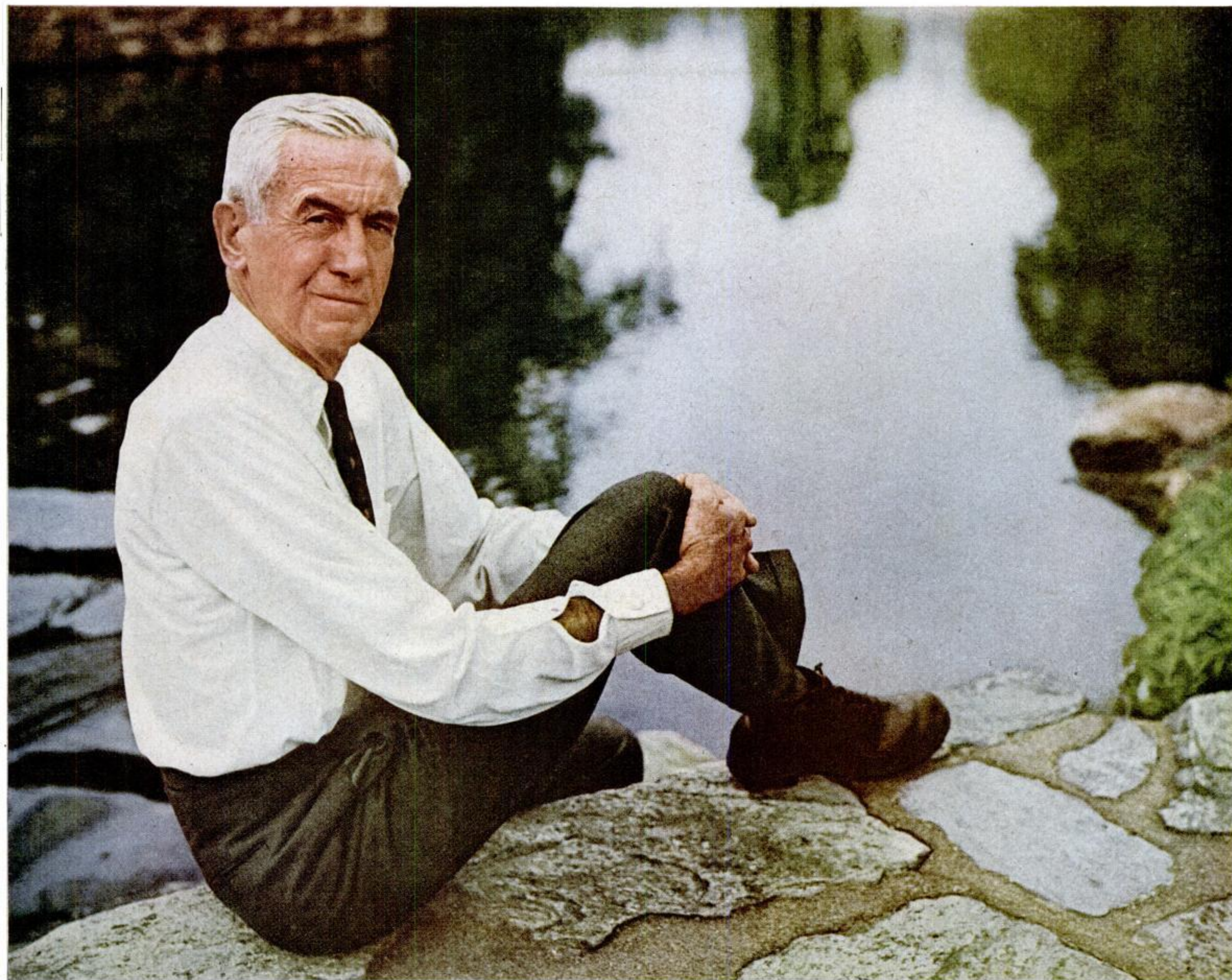
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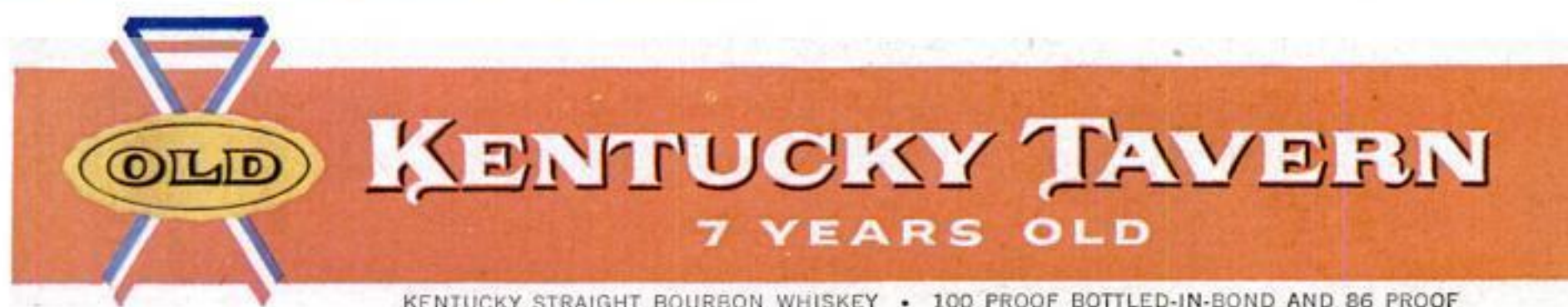
## Colonel Thompson figures you'll understand . . .

"If you're partial to the fine flavor of premium Bourbon," says Col. Thompson, "I figure you'll understand why we make Old Kentucky Tavern such a special old-time way.

"We use prize grain and clear water from our underground limestone springs. Then we age our whiskey 7 long years in special Open-Rick warehouses that let *fresh* air circulate 'round the

barrels — not in the artificially-heated warehouses they use for mass-produced whiskeys. This costs us more because of evaporation, but I do believe you'll like what it does for the fine flavor of our premium Bourbon.

"You have a choice of 100 Proof Bond or 86 Proof . . . and of special packages that cost no extra — like this handy Pocket Flask."



© 1957, GLENMORE DISTILLERIES COMPANY "Where Perfection of Product is Tradition" Louisville, Kentucky





GOLDEN ROCKET 88 HOLIDAY COUPÉ

*Come Aboard!*

**AND LET YOURSELF GO . . . FOR AN OLDS!**

GOLDEN  
ROCKET



If you yearn to skipper a winner . . . then you're ready to come over to Olds. For owning an Olds brings you a fresh, new, let-yourself-go way of life. Oldsmobile unmistakably puts the accent on you with its classic, low-level lines . . . and the pennant-bright new Oldsmobile Accent Stripe.

And for an adventurous new way of *going*, nothing surpasses the Rocket T-400 Engine\* for power when you need it . . . economy when you want it.

So your course is clear . . . *especially* if you are looking for top value. Head for your Oldsmobile Quality Dealer's. Be his guest aboard this modestly priced Golden Rocket 88 . . . or any of Oldsmobile's 17 new models.

\*277-h.p. Rocket T-400 Engine standard on all models.

J-2 Rocket, with 300 h.p., and special Rocket Engine, with up to 312 h.p., available at extra cost.





"You know what? Dad and Mom are taking us to Yellowstone where we can see geysers, and waterfalls and wild animals."

That's wonderful, kids. And you just tell your folks that if they don't take you a few miles south to Grand Teton National Park they're really missing a bet. Ask them to mail the coupon for a "Yellowstone-Grand Teton" booklet. It's free!



"I've always wanted to go to Los Angeles. Certainly would like to get a close-up of some celebrities."

Watch it, beautiful! Steer clear of talent scouts or you might get roped in for a screen test. Go on the Domeliner "CITY OF LOS ANGELES" or perhaps "THE CHALLENGER" Domeliner where you can reserve a Coach seat and save money. O.K.?



"Yep! I'm a member of the lens legion. I've heard tell that those National Parks in Utah and Arizona . . . Zion, Bryce and Grand Canyon . . . have some of the world's most spectacular scenery."

You are so right. And did you know you can stop over there—no extra rail fare—going to or from Los Angeles? Send the coupon for booklet—just write in "Utah-Arizona." It includes suggestions for taking color shots there.



"Hi!—I've got my hand set on Sun Valley. Understand I can even ice-skate outdoors there in summer. Any good looking fellows there?"

You're in, young lady. Those handsome hombres are sure to find you. Know how to go? That "CITY OF PORTLAND" Domeliner will take you to Shoshone, Idaho, where a bus will whisk you to Sun Valley. See you there—we hope.



"We—my family and I—have decided on cool Colorado this year. We have air conditioning in our home but can't take it outside with us."

Right! But you can go to Colorado in air-conditioned comfort on the Streamliner "CITY OF DENVER," just overnight between Chicago and Denver. Try it! Fine service from points west of Colorado, too.



"Mom and I have long looked forward to a trip to the Pacific Northwest . . . maybe up to Alaska."

Good! Then your best bet is one of America's finest trains, the "CITY OF PORTLAND" Domeliner, between Chicago and Portland, Tacoma-Seattle. Or you can start your trip on Union Pacific, from St. Louis or Kansas City on the "CITY OF ST. LOUIS" Domeliner.

#### FAMILY FARE PLAN

There's just enough space here to tell you that only one adult pays the full rail fare and everyone else in the family gets a big break on fares. Really saves you plenty. Mail the coupon and get complete details.

#### MAIL COUPON FOR FREE BOOKLET

UNION PACIFIC RAILROAD  
Room 768, Omaha 2, Nebraska

I am interested in a rail trip to the region named below. Please send free booklet.

REGION \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Phone \_\_\_\_\_

Also send information about All-Expense  
Vacation Tours ☐ Family Fare Plan ☐

## and what's your choice for a Western Vacation?

There sure are a lot of places to go. And if the spots named above don't fit your plans, how about a dude ranch? They're inexpensive, friendly . . . relaxing . . . and brother, what food! We've got 'em scattered all over the Union Pacific West. All you have to do is write "Dude Ranches" on the coupon for a free booklet describing scores of wonderful ranches.

Whatever your choice of a western vacation, please consider Union Pacific when you go. Get away from crowded highway traffic and tension. Rest easy—enjoy yourself. You know, of course, that if you need a car on arrival, Hertz Rent-a-Car Service, available almost anywhere, is convenient and economical.

**UNION PACIFIC** *Railroad*



# Coffee lovers everywhere..





# get on the bandwagon!

Art Linkletter and Tennessee Ernie Ford  
invite you to save during Chase & Sanborn's  
93<sup>RD</sup> Anniversary Celebration!

## 25¢ OFF

on the giant-size jar of  
New Instant Chase & Sanborn!

*Anniversary Special*

1864-1957  
93 years of  
coffee-making  
experience



Yes, it's Chase & Sanborn's 93rd Anniversary . . . a milestone in coffee history. For this is the year that marks the development of New Instant Chase & Sanborn . . . *the first, the only* full-bodied instant coffee.

The New Instant Chase & Sanborn now at your grocer's is positively the finest, the most flavory and savory coffee that ever filled your cup.

But why take our word for it? Taste for yourself. Save for yourself. Join Tennessee Ernie Ford and Art Linkletter on the Chase & Sanborn Bandwagon. Save 25¢ on our giant-size jar. And enjoy the finest coffee of this, or any year!

Enjoy Art Linkletter's "House Party" show on day-time radio and TV on the CBS network. Watch the popular Tennessee Ernie Ford Show on daytime TV on NBC network. See paper for time and station.

*Pleases the most critical coffee taste  
with its full-bodied flavor!*

"At 6 A.M. it's got to be good!" says Mrs. William Seamon, Eastchester, New York. "I guess we'll never get used to these early morning feedings. At least I can't. So, first comes baby's bottle, then a cup of coffee for me. I make Instant Chase & Sanborn. It tastes so good. In fact, whenever I'm in the mood for coffee this is the one I count on."



Give yourself a . . . **FLAVOR BREAK** the full-bodied coffee



**INSTANT CHASE & SANBORN**

ANOTHER FINE PRODUCT OF STANDARD BRANDS INC.





## When Oil Becomes a Dirty Word... WIX is the Oil Filter for You!

Whether you're in a sleek convertible, the family car, or a ten-ton truck, the dirt and grit your motor oil picks up as you drive can slow you down with costly engine troubles. That's why leading car, truck and tractor manufacturers use WIX Oil Filters as original engine equipment to keep these dirty troublemakers out of your oil and protect your big investment in your car. Naturally! your Oil Filter needs regular replacement.

You will get the maximum in clean oil protection with WIX and the best Filter replacement money can buy, for just small change. So, wherever you go for service—go for WIX. Tell your serviceman, "WIX is the Oil Filter for ME!"



**WIX-KNIT • WIXITE and POROSITE CARTRIDGES** for full flow and partial flow systems. There's one expressly engineered for your car's oil filter.

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**OIL FILTERS • CARTRIDGES**

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In Canada: Wix Accessories Corp. Ltd., Toronto

**wix® IS ON '57 FORDS!**

New Fords, Mercurys, Lincolns, Continentals, Thunderbirds and Turnpike Cruisers are equipped at the factory with this great, new "SPIN-ON" OIL FILTER manufactured by WIX!



**AND—** There's a WIX CONVERSION for all these pre-'57 vehicles now equipped with old-style full-flow filters. This simple WIX Adapter converts these Cars and Trucks to use the modern WIX "SPIN-ON" FILTER!

## LETTERS TO THE EDITORS

### VOYAGE OF THE 'VARUA'

Sirs:

LIFE's article on the South Sea Islands ("Romantic Voyage of the Varua," LIFE, Feb. 25) is so vivid and real anyone with a particle of sense will wish he were a primitive so that he could escape this rat race that civilization has become!

RUTH ROOSEVELT

Ridgefield, Conn.

Sirs:

Many, many thanks for your new series, "Great Adventures." If the succeeding ones are as interesting as the first, we armchair adventurers will have delightful and informative jaunts ahead of us.

But already the questions start. The yam dancers on page 68 seem to have a lot of mutilated feet, notably the two left front dancers who are each lacking one toe on either foot. Is it a form of tribal punishment?

CAROL D. CULVER

Madison, Wis.

● No. Melanesians often lose their toes from poisonous coral cuts and island diseases or while gardening with adzes.—ED.

Sirs:

My husband (now Navy Commander R. B. Clark) also visited Ontong Java atoll but it was under far different circumstances. On August 26, 1942 he was pilot of a Navy PBY and on patrol duty out of Santa Cruz Island.

Japanese Zeros attacked, killing one crewman and knocking out one engine. The PBY was kept in the air for 100 miles until the beautiful lagoon of Ontong Java was sighted. The PBY was crash-landed and then the problem was whether the natives were friendly or hostile.

It turned out the natives were very happy to see the fliers. They furnished them with a hut to live in and fed them well. One of the villagers spoke a little pidgin English, having learned it from a missionary years before. He served as the crew's Man Friday, although they called him Billy. Seven days later the boys were rescued by another PBY. On a later tour my husband circled the island and dropped candy, cigars and toys in gratitude. Billy and his friends danced and waved excitedly below, knowing who was extending the greeting.

MRS. R. B. CLARK

Troy, N.Y.



PRO-TRUJILLO PICKETS

### THE GALINDEZ CASE

Sirs:

A spokesman of the Dominican Republic foreign office declares that LIFE's story of Copilot Gerald Murphy ("The Story of a Dark International Conspiracy," LIFE, Feb. 25) is "ridiculous. It is mere sensationalism."

"The Dominican foreign office has thoroughly investigated the case," the spokesman says "and Dominican authorities have presented documentary evidence showing the true facts."

Spokesman refutes charges magazine made against Dominican New York Consul General Arturo Espallat. He says that Espallat, mentioned in the LIFE article, comes from one of the finest families in the Dominican Republic and is absolutely incapable of committing the deeds attributed to him. The consul general, a West Point graduate, has occupied his present post for about eight months.

The government spokesman ridiculed statements made by opposition circles which have served as sources for LIFE article. He said that they have been deliberately fostering untruths and defamation.

HARRY C. KLEMFUSS  
Director

Dominican Republic  
Information Center  
New York, N.Y.

● A week after LIFE appeared, three busloads of Trujillo supporters, New York members of the "Dominican Cultural Society," picketed the White House for 20 minutes (above). They were protesting LIFE's story and the anti-Trujillo speech by Rep. Charles O. Porter.—ED.

Sirs:

LIFE tells a fictionalized cops-and-robbers tale of the Galindez "kidnaping." We checked to see if a plane had filed its flight plan at any airfield from which it could take off from the United States for the Dominican Republic. No such flight plan was filed.

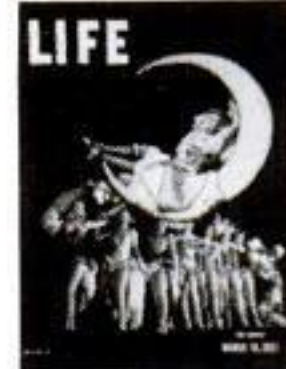
Since the U.S. is protected by an airtight radar screen and also an alert fighter-plane command, it would be impossible for an unidentified plane to have spirited Galindez from an American airport.

Repeated attempts to link Galindez' disappearance with the Dominican Republic, which gave this refugee sanctuary, reached a new low in LIFE.

It is yet to be explained how Galindez collected a million dollars in funds for the so-called Basque Government-in-Exile, only half of which is accounted for. Other motives for his disappearance include the entirely plausible one that he was financed by leftists or Communist interests and eventually ran afoul. The numerous incongruities in the jerry-built LIFE investigation suggest a puzzling

CONTINUED

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# PALM BEACH\*

*gives you the look you like in Springweave† . . . year-round comfort and fashion*

Here are the suits that look wonderful . . . *feel* wonderful on almost every day of the year. The exclusive Springweave blend of 40% baby Angora mohair and fine virgin wool provides the springy *natural* resiliency that sheds wrinkles so wonderfully. It's the reason Springweave is so amazingly light, yet "full-bodied." It's also the reason you can wear Springweave suits comfortably in warm weather—and with equal

comfort during cool months—and why Springweave suits are particularly right for wear in heated offices and homes. See the all-new 1957 Springweave collection at your favorite store today. You'll find handsome new color and fabric effects—from muted glen plaids to subtle solids. All tailored in the "Palm Beach" famous-fit tradition. Springweave suits are priced at \$53.50.



GENUINE  
**SPRINGWEAVE®**  
TAILORED BY *Palm Beach* COMPANY

\*REG. T.M. GOODALL-SANFORD, INC. †REG. T.M. PALM BEACH COMPANY. 60% WOOL, 40% KID MOHAIR, IN MOST STYLES. PRICES REFER TO AREAS WHERE FAIR TRADE ACTS ARE VALID AND IN EFFECT. PRICES SLIGHTLY HIGHER IN THE FAR WEST.





## For flavorful macaroni there's a better cheddar stamped "Miss Wisconsin"



Perfect results are no accident with Miss Wisconsin. This fine, natural cheddar is more carefully aged and tested than any other. ★ Cheese men achieve just the right "bite" in the *sharp-aged*, the exact mellowness in the *medium-aged*, the precise delicacy in the *mild*. ★ Comes sliced or in wedges—with flavor and texture to remind you what great eating good cheese can be. ★ How long since you've tasted *real cheese*?



# LETTERS TO THE EDITORS CONTINUED

determination to be beyond the norms of sound and impartial journalism.

ARTURO R. ESPAILLAT

Consul General

Dominican Republic

New York, N.Y.

● Private planes flying from Florida do not have to file. The U.S. checks very few outbound aircraft from Florida. The head of the Basque Government-in-Exile stated, which LIFE reported, that Galíndez had accounted satisfactorily for all the money he collected.—ED.

Sirs:

How long is our State Department going to tolerate Trujillo and his gang? Tourists should be urged to avoid the Dominican Republic as a protest.

There is no such thing as a benevolent dictatorship. Someone always pays a high price for tolerating them.

MILTON MAIDENBERG

Marion, Ind.

## TEACHING WITH TV

Sirs:

Ridiculous proposals come in cycles in education ("Teaching with TV," LIFE, Feb. 25). First silent and then sound motion pictures were to replace the teacher. Now we propose to economize with television. The only and simple solution to our problem is better trained and more capable teachers. Adequate salaries would solve this problem.

ROBERT C. GRUBBS

Shortridge High School

Indianapolis, Ind.

Sirs:

I hope you receive millions of letters congratulating you on a fine report on educational TV.

I'll bet few teachers have faced a second grade with such rapt expressions as your picture of children watching some art instruction.

ELINOR B. HANCOCK

Basking Ridge, N.J.

Sirs:

Why not have the best teachers write things called books? These are essentially pictures and sentences inscribed on paper. They are economical and can be produced in color. Can educational TV boast as much? Each child can have a book of his own, the possession of which will foster a sense of security which we all know to be most important.

CHRISTOPHER R. VAGTS

Lynbrook, N.Y.

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Please address all subscription correspondence to J. Edward King, Gen'l Manager, LIFE, 540 N. Michigan Ave., Chicago 11, Ill. Changes of address require three weeks' notice. When ordering change, please name magazine and furnish address imprint from a recent issue, or state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number.

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## JOHN VON NEUMANN

Sirs:

Thank you for the sensitive and sympathetic article on the life of my late colleague, Dr. von Neumann ("Passing of a Great Mind," LIFE, Feb. 25).

LEWIS L. STRAUSS

Chairman

Atomic Energy Commission

Washington, D.C.

## MISCELLANY

Sirs:

"Dry Lodging for a Lamb" (LIFE, Feb. 25) had only one lamb nestled atop its mother. What if the mother lamb has twins? Answer: simply provide them with a double bed. Here's pictorial proof, taken in the spring of 1955.

JOHN C. SCOLES

Murphys, Calif.



LAMBS' DOUBLE BED

## DULLES' THORNY PATH

Sirs:

I commend you for your editorial on Secretary of State Dulles ("Dulles' Thorny Path," LIFE, Feb. 25).

His job is not an easy one and I agree his batting average has been high under the circumstances.

We have to judge a man according to the time he lives in and how he bears the responsibilities.

CLARENCE W. DIVER

Waukegan, Ill.

Sirs:

It's about time our inimitable Secretary of State was hoisted off the rose-strewn path. Americans have been stumbling along after the fumbling Mr. Dulles for what seems like an interminable time now and all have found the way most thorny.

I could not agree with you more when you say your editorial "is not the place for a total refutation of all the criticism of Dulles." It would take a brand of genius heretofore not exhibited by your writers to pull off such a literary coup.

PATRICIA L. HEFFRON

Park Forest, Ill.

## EVEN A DOG WON

Sirs:

If that TV dog said "alright," he must have been talking dog language, because there is no such word as "alright" in the English tongue ("Even a Dog Won Last Week," LIFE, Feb. 25). And do not cite Gertrude Stein as having used it. I prefer a talking dog to her stuff.

JOHN W. WILLIS

Washington, D.C.

● According to the rules of the contest, the dog had to speak a two-syllable word to win the money. Had he used proper English ("all right"), he would not have won even a bone.—ED.

# How I retired in 15 years with \$300 a month

"At last I'm on my way. I've been promising myself this western trip for years—and now I have time to enjoy it. When I get to California, I'll visit my sister and her family in Sacramento. Thought I might look into buying a house out there. You see, I'm retired. I'm free to live wherever I want, and do all the things I've dreamed of—thanks to the check for \$300 a month I'll be getting as long as I live.

"Strangely enough, I'm retired now because of a catastrophe fifteen years ago. In the thirties—in spite of the depression—I built up a pretty good real-estate business. But in 1940 everything went wrong. A large textile firm moved south, taking away our biggest industry. Then defense production lured a great many families away. I found myself deluged with houses to sell—but almost no buyers. Finally I had to close the agency. It hit me pretty hard. Not only had I lost a great deal of money—I'd put half my working years into a business that was gone.

"Fortunately, soon afterward, I found a position in sales with a food distributor. The job had a good future—but there I was forty, starting out on a completely new career. When I had my own business, I'd planned to let my sons take over in a few years. Now it looked as if I'd have to keep on working for someone else for the rest of my life.

"Then—and this was sheer luck—Jim Fitzgerald, in the office next to mine, happened to mention retiring. He said he'd just started a Phoenix Mutual Retirement Income Plan. And—believe it or not—he'd be able to retire in 15 years. I thought a plan like that must cost a fortune. 'Oh no,' he assured me. 'You could do it easily—if you start young enough.' He showed me an ad for Phoenix Mutual, suggesting I clip the coupon and send for the booklet.

"When the booklet arrived in the mail, I read about all the Phoenix Mutual Plans. Sure enough, I could make part of my salary buy a retirement income later. There'd be no risk and I'd never worry about outliving my savings. It was definitely Phoenix Mutual for me.

"Those fifteen years went fast—and happily because I had security for life. Last month, when I got my first Phoenix Mutual check for \$300, I retired. I'm still young and healthy



—and I figure I have the best years of my life to look forward to, with no money worries."

**Send for Free Booklet.** This story is typical. Assuming you start at a young enough age, you can plan to have an income of \$10 a month to \$3,600 a year or more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women—and for employee pension programs. Don't delay. Send for your copy now.

ESTABLISHED 1851

## PHOENIX MUTUAL

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**GUARANTEES YOUR FUTURE**

OVER 100 YEARS OF LIFE INSURANCE PROTECTION  
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# REVOLUTIONARY NEW BUILDING



**DIAMOND-SHAPED ALUMINUM PANELS**, geometrically arranged and bolted together, form the rigid shell of the Kaiser Aluminum Dome. Exhaustive struc-

tural tests established that the Dome can stand wind pressures of twice hurricane force. Aluminum makes it rustproof, easy to maintain, as well as beautiful.



**YESTERDAY AN EMPTY LOT**—now a modern, completely equipped amusement center filled with fun and gaiety. No interior framework or support is required, thus providing maximum usable space with a minimum of materials.



**THIS BEAUTIFUL BUILDING** is 49½ feet high and covers 16,500 square feet. The revolutionary Kaiser Aluminum Dome can be adapted to a great variety of building uses—at a cost substantially below conventional construction.



# ...THE FIRST OF ITS KIND!

## THE KAISER ALUMINUM DOME

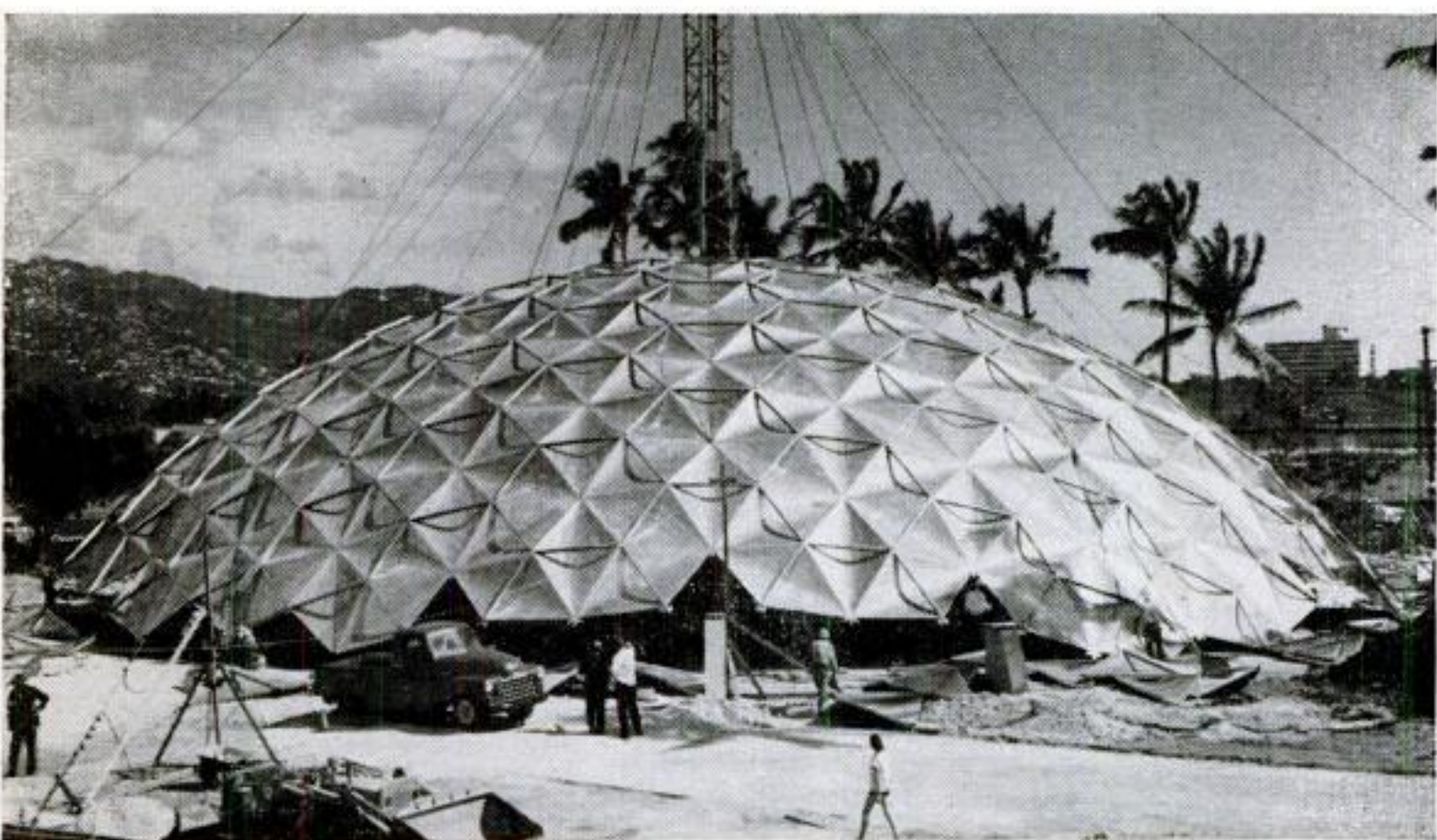
### 20 HOURS AND THE DOME WAS UP!



1. WORK IS STARTED as the first aluminum panels are bolted together.



2. AFTER 5 WORKING HOURS, the aluminum Dome begins to take shape.



3. AFTER 15 WORKING HOURS, about two-thirds of the Dome is completed.



4. AFTER 20 WORKING HOURS, all panels in place and the Dome was up!

*You're looking at a stressed-skin aluminum building, the first of its kind.*

It's the Kaiser Aluminum Dome—employing the well known geodesic design principle—developed by Kaiser Aluminum engineers. It is now a gleaming reality at the famed Hawaiian Village Hotels in Honolulu.

This unique structure offers many dramatic advantages over conventionally-designed public buildings.

**SPEED OF ERECTION?** Not months. Not weeks. *Only 20 working hours*—with a maximum crew of 38 men—and the Dome was up!

**COST?** The Dome was built at a cost substantially less than conventional structures built for the same purpose—due to great savings in labor and materials.

**SEATING CAPACITY?** The stressed-skin aluminum Dome at Hawaiian Village will serve as a modern, completely-equipped auditorium for almost 2,000 people.

**VERSATILITY?** The Kaiser Aluminum Dome can be adapted for many types of public building. Examples: Auditorium, drive-in theater, super market, gymnasium, museum, sports arena, armory.

The development of the Kaiser Aluminum Dome demonstrates once again how light, strong aluminum—viewed with imagination—makes possible new and better products at lower cost.

#### WRITE TODAY FOR FURTHER INFORMATION

If you want to be one of the first to learn more about this new aluminum structure, write to: Kaiser Aluminum Dome, 1924 Broadway, Oakland 12, Calif.

## Kaiser Aluminum

### THE BRIGHT STAR OF METALS

See "THE KAISER ALUMINUM HOUR." Alternate Tuesdays, NBC Network. Consult your local TV listing.





**THE SECURITY** that Americans feel, says first prizewinner Shin Koyama of Tokyo, shows in talk of men (*top of page*) in Minneapolis. Now at Augsburg College, Koyama says, "There is no economic fear . . . such a wonderful liberty of men."

## NEW EYES ON THE U.S.

Prize pictures show the nation as foreign students see it

To any American the scenes are commonplace—old men gabbing on the street, a young man enjoying a beer, a suburban home—but these pictures are not commonplace to everyone. They represent America as seen by foreign students attending U.S. colleges and are top winners in a contest that grew out of the People-to-People program inaugurated last fall by President Eisenhower to increase international understanding.

The contest, sponsored by the Photographic Society of America, offered foreign students \$3,000 in prizes

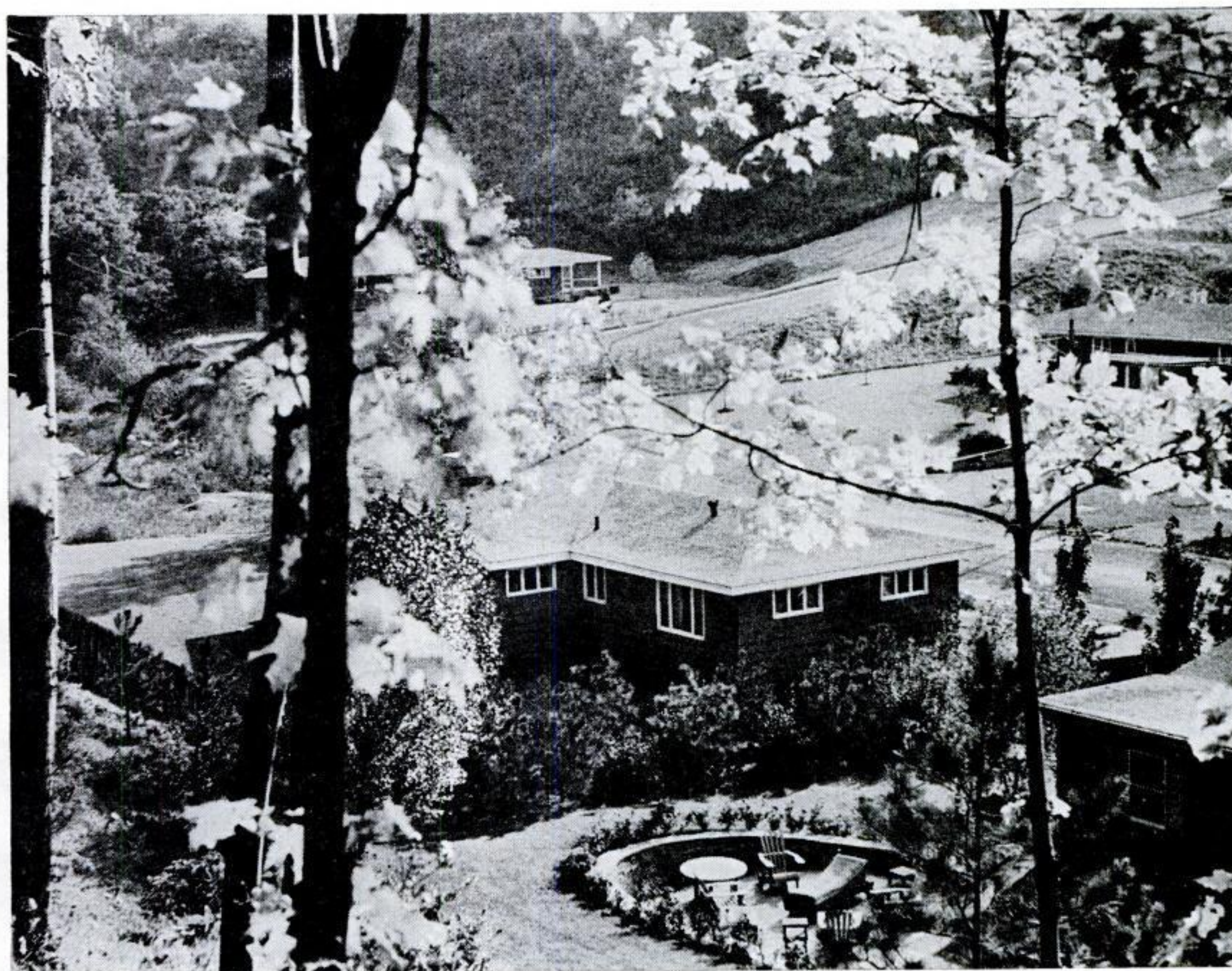
for pictures which best conveyed their impressions of this country. The entries held some refreshing surprises. The soaring skyscrapers and the superhighways, the gaudy neon got their share of attention. But often the students found the less tangible characteristics of American life more significant than the evidence of material riches. The winners here tell why.

The 73 best pictures will soon be sent for exhibition throughout the free world, giving foreign eyes a clear look at the U.S. as other foreign eyes have seen it.





**COMPASSION** of a white instructor for deaf Negro child in Washington catches spirit of American democracy for second prizewinner Kisu Rhee, a Korean student now at Wayne University. Americans are concerned "with human dignity."

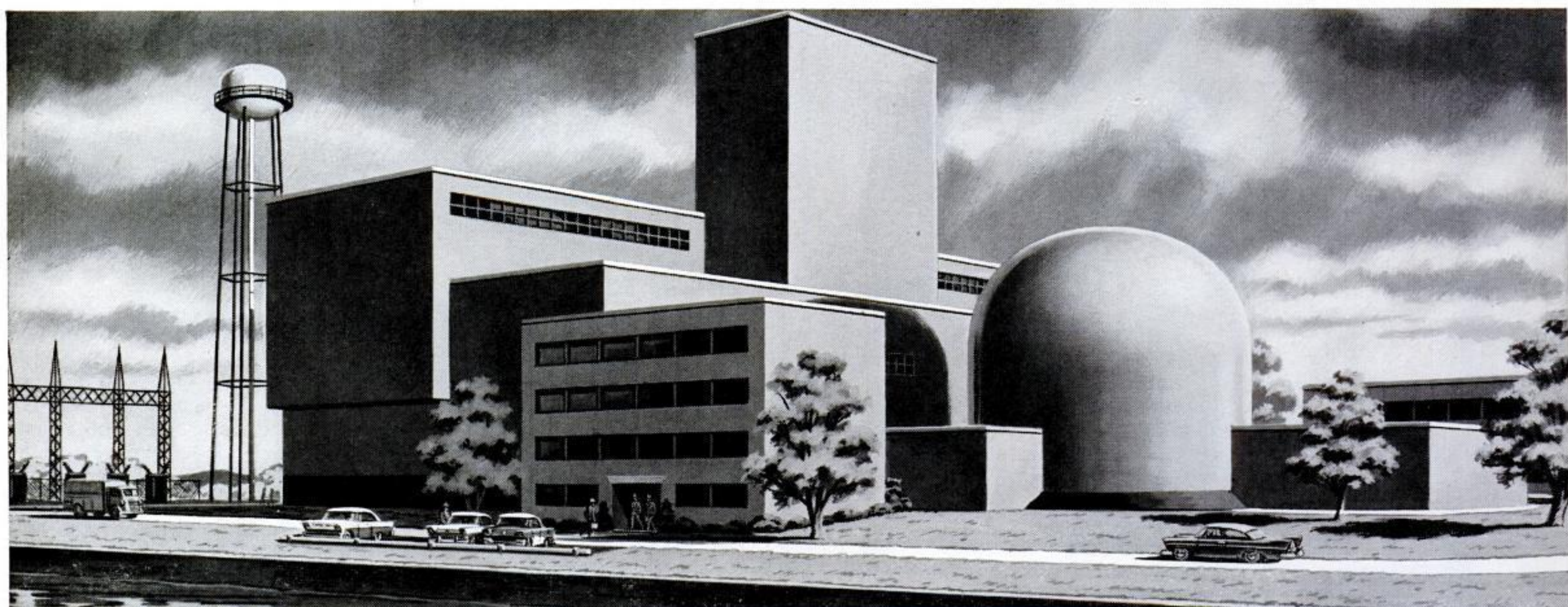


**YOUTH** of Americans in high positions impressed Neville W. James (*above*), whose picture of an ebullient young college professor won fourth prize. James, a South African now at Yale, says Americans "are not held back by centuries of tradition."

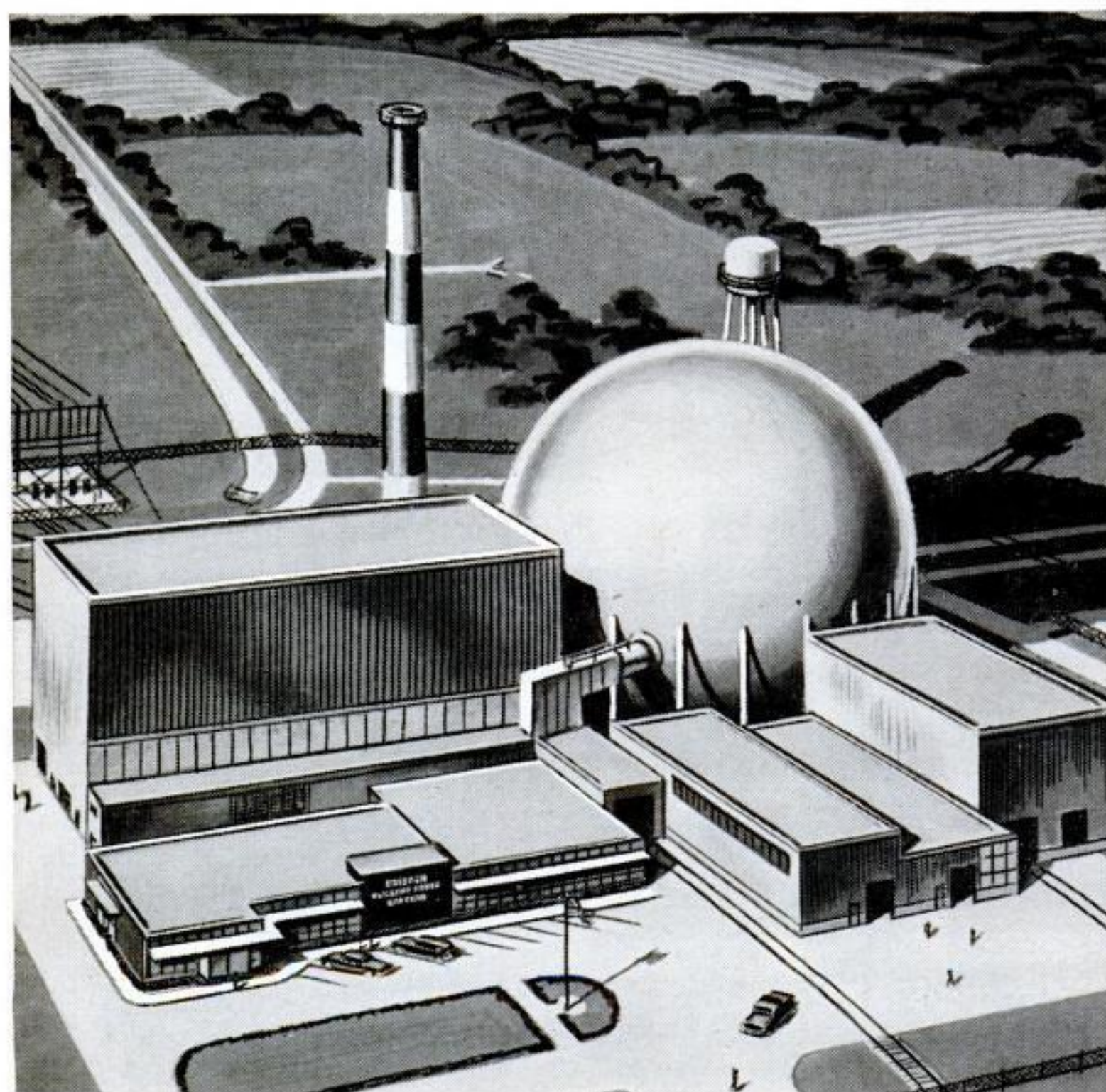


**SERENITY**, "the kind of living the American family likes ... quiet and peaceful—close to nature," was found by Seweryn Wohlfeiler in a suburban home in Syracuse, where he is an engineering student. He is from Israel, won third prize.

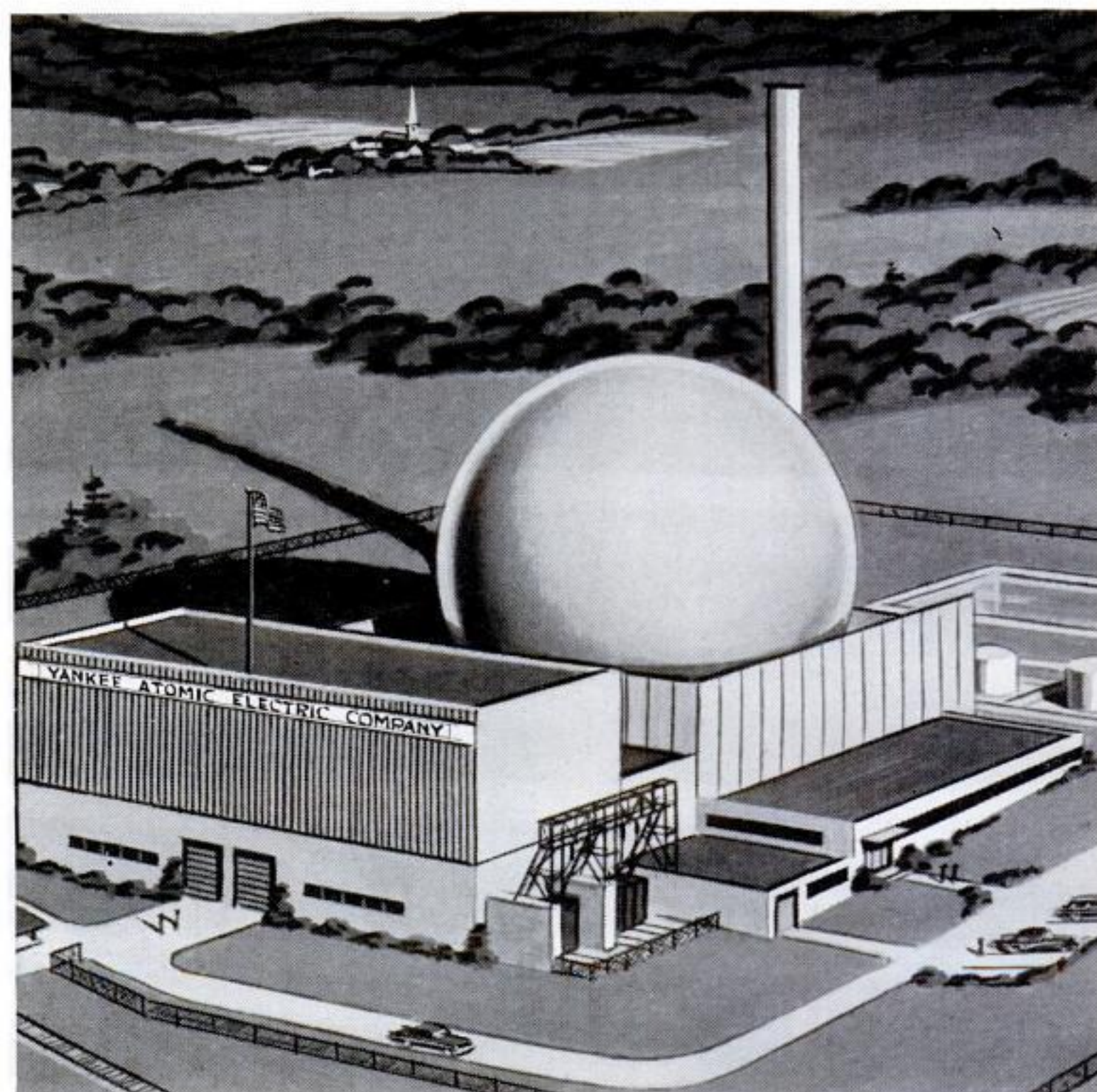




**Enrico Fermi atomic power plant** is under way near *Detroit* through the joint efforts of 18 electric companies. A group of equipment manufacturers and the Atomic Energy Commission are also associated in the project.



**Dresden, Illinois, plant** is being developed by 7 electric light and power companies, their equipment manufacturers, and with the co-operation of the AEC.



**Yankee atomic-electric plant** is being developed by 12 New England electric companies. A number of equipment manufacturers and the AEC are participating.

## What will atomic-electric power plants look like?

Among the atomic-electric power plants now under way, three will look like the drawings above when completed.

Although they appear somewhat alike, each involves different methods, different materials, a different type of atomic reactor

or "furnace." That's because the electric companies, the equipment manufacturers and the U. S. Atomic Energy Commission—who are all participating in atomic development—are searching for the best ways to produce electricity, using atomic energy as fuel.

The development of atomic-powered electric plants is the latest stage in bringing plentiful electricity to America. You can be sure that electric company skills and experience, acquired in 75 years of service, are being applied to this great new job.

## America's Independent Electric Light and Power Companies\*

\*Company names on request through this magazine



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New Free Recipe Book adds 57 exciting new  
and novel dishes to your menus



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● **Toledo Ham**—Heat oven to 400°F. Place 1 slice pre-cooked smoked ham (about 1½ lbs.) in baking dish. Sprinkle with 2 Tbs. finely chopped onion, dot with 1 Tbs. butter, bake 15 min. Lower heat to 375°F. Add 2 sliced hard-cooked eggs, 1 cup Heinz Ketchup, ½ tsp. anise seed and 2 Tbs. finely grated process American cheese. Bake 20 min. (Makes 4 servings).

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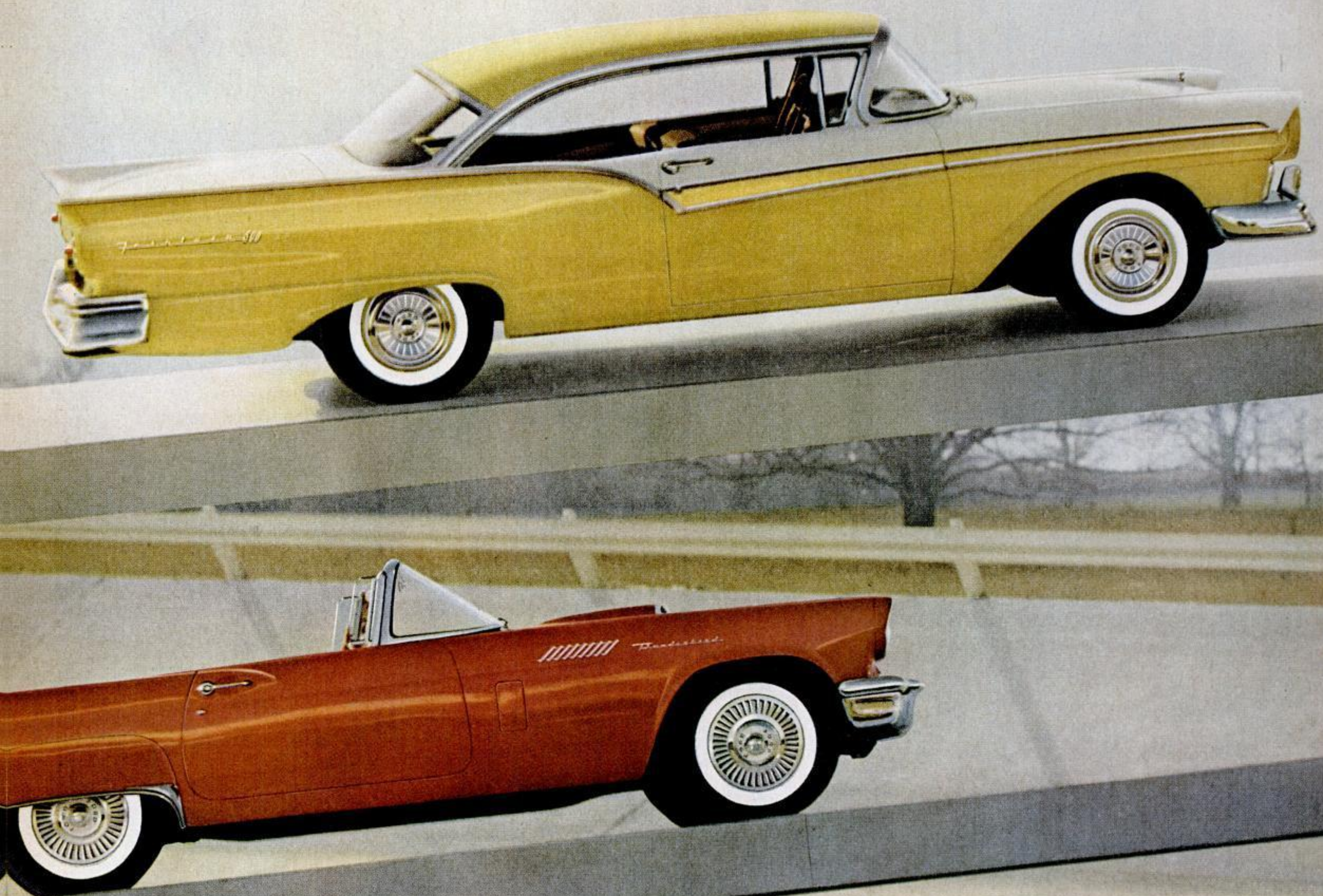


● **Spicy Pear Compote**—Heat oven to 450°F. (hot). Drain 1 can (30 oz.) pear halves, saving ½ cup syrup. Combine syrup, 1 cup orange juice, ½ cup brown sugar, ½ cup Heinz Ketchup, 1 Tbs. lemon juice, 1 tsp. ground nutmeg, ¼ tsp. ground ginger, 2 Tbs. butter. Boil 20 min. Arrange pear halves in baking dish. Add sauce and ½ cup slivered, blanched almonds. Bake 10 min. Serve warm with cream. (Makes 5 or 6 servings.)

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SETTING THE PACE ON THE AMERICAN ROAD



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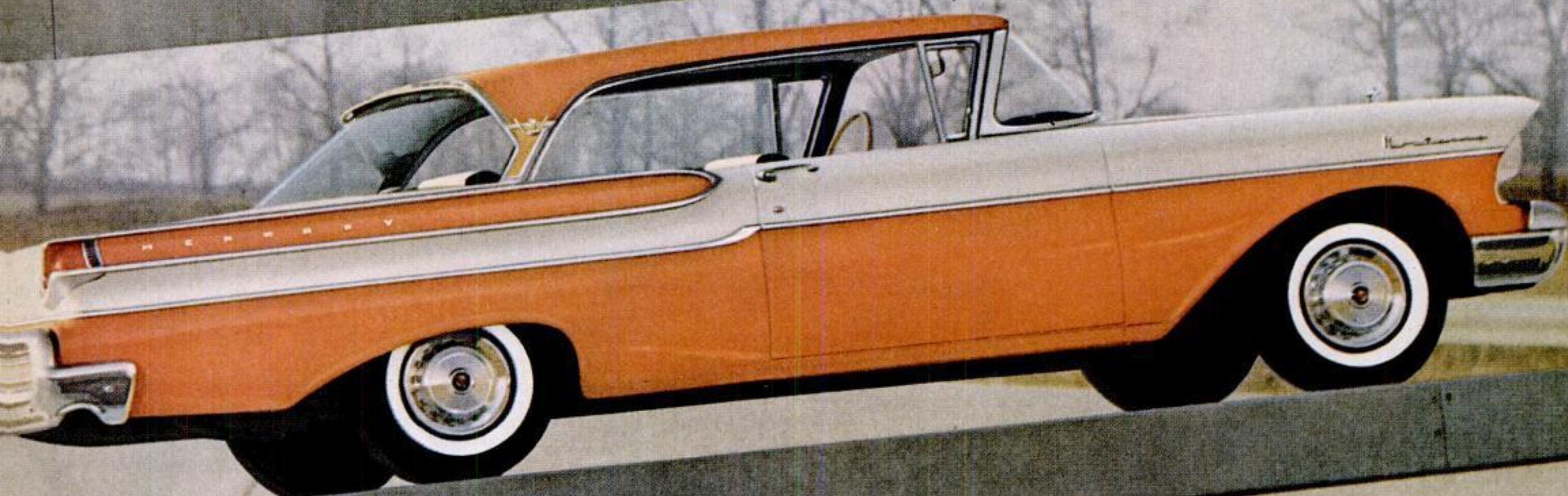
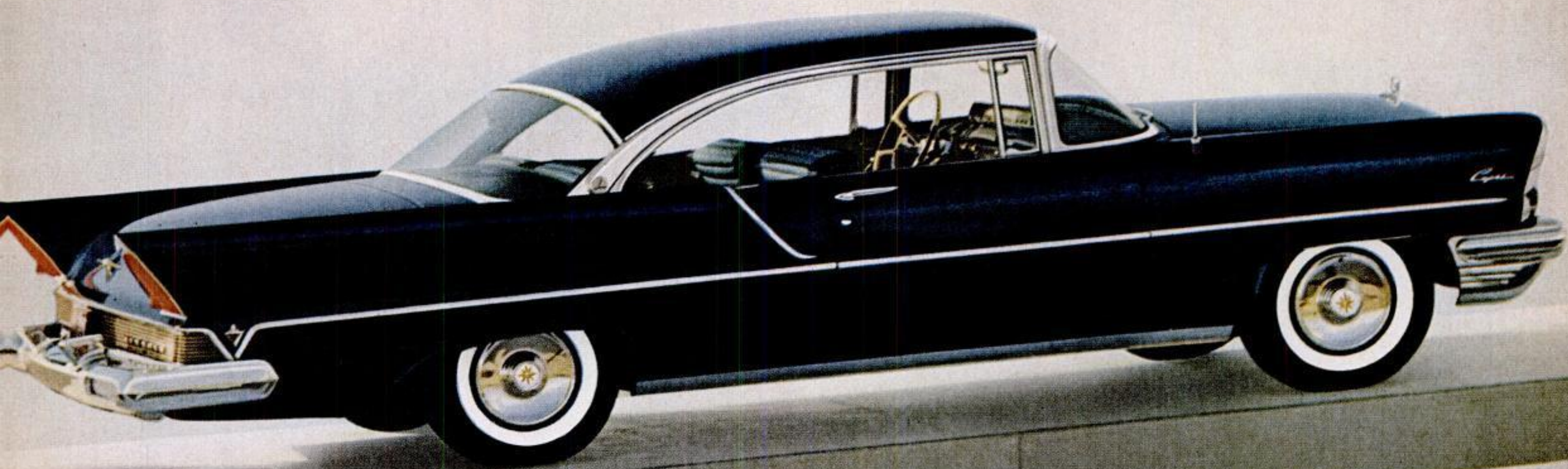
Mercury Monterey Phaeton Coupe

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- Brand-new line-up of V-8 engines
- New way to smother bumps
- New cornering . . . new automatic controls . . . new non-slip feature.

Take a front seat at any of the Ford Motor Company test tracks and one fact is clear: Ford, Mercury, Lincoln, Thunderbird or Continental all have the talent for quick starting, get-away snap, cornering ease and riding comfort. As we've been saying—they set the pace on the American Road. The big edge in performance grew out of young-mindedness—deliberately building cars that are ahead in everything that makes a car go. Examples follow:





Background: Ford Motor Company's new Romeo, Michigan, test track

**BUILDING THE BEST**—Practically everybody wants a V-8 engine these days. And the kind to buy is in the Ford Family of Fine Cars. We know V-8's and build the best because we've had more time to test, improve and refine them! In fact, since 1932 we've built more V-8's than all other car makers combined—more than 21 million. And this year's brand-new line-up of V-8's proves the point.

All told, there are 8 new engines in the Ford Family of Fine Cars. In each there are engineering advances that give you higher efficiency and greater economy. Giant new air intakes help

the engines mix more air, less fuel. There's higher torque under each hood to give fast surges of power when you need them most.

#### **ROLLING WITH THE PUNCH**—

Who'd have thought that anyone could improve the famed ball-joint front suspension pioneered by the Ford Family of Fine Cars? This year, we've improved it—just when others are catching up to where we were. Now when our wheels hit a bump, they move up and back, sort of pulling you *over* the bump. Result: vibration and shake are ironed out even on the bumpiest washboard roads.

#### **SPECIAL PROBLEMS SOLVED**—

There are many new and special performance advantages in the Ford Family of Fine Cars this year. To mention just a few: Ford's new low center of gravity that lets you take the corners without pitch. Mercury's new Keyboard Control—The Big M's exclusive automatic transmission control—helps you with 7 driving operations, even releases the parking brake. In Lincoln, an optional feature called "directed-power differential": when one rear wheel is stuck in mud or spinning on ice, power is automatically shunted to the other, and away you go.

**FAMILY SUGGESTION**—Performance is one measure of a car—and Ford, Thunderbird, Mercury, Lincoln and Continental have the big edge. But you also want the edge in style and safety and beauty and ruggedness—the extras that grow out of our young-minded car making. We suggest you get behind the wheel of some member of our Family—as soon as possible at your nearest dealer's.

**FORD MOTOR COMPANY**  
THE AMERICAN ROAD, DEARBORN, MICH.



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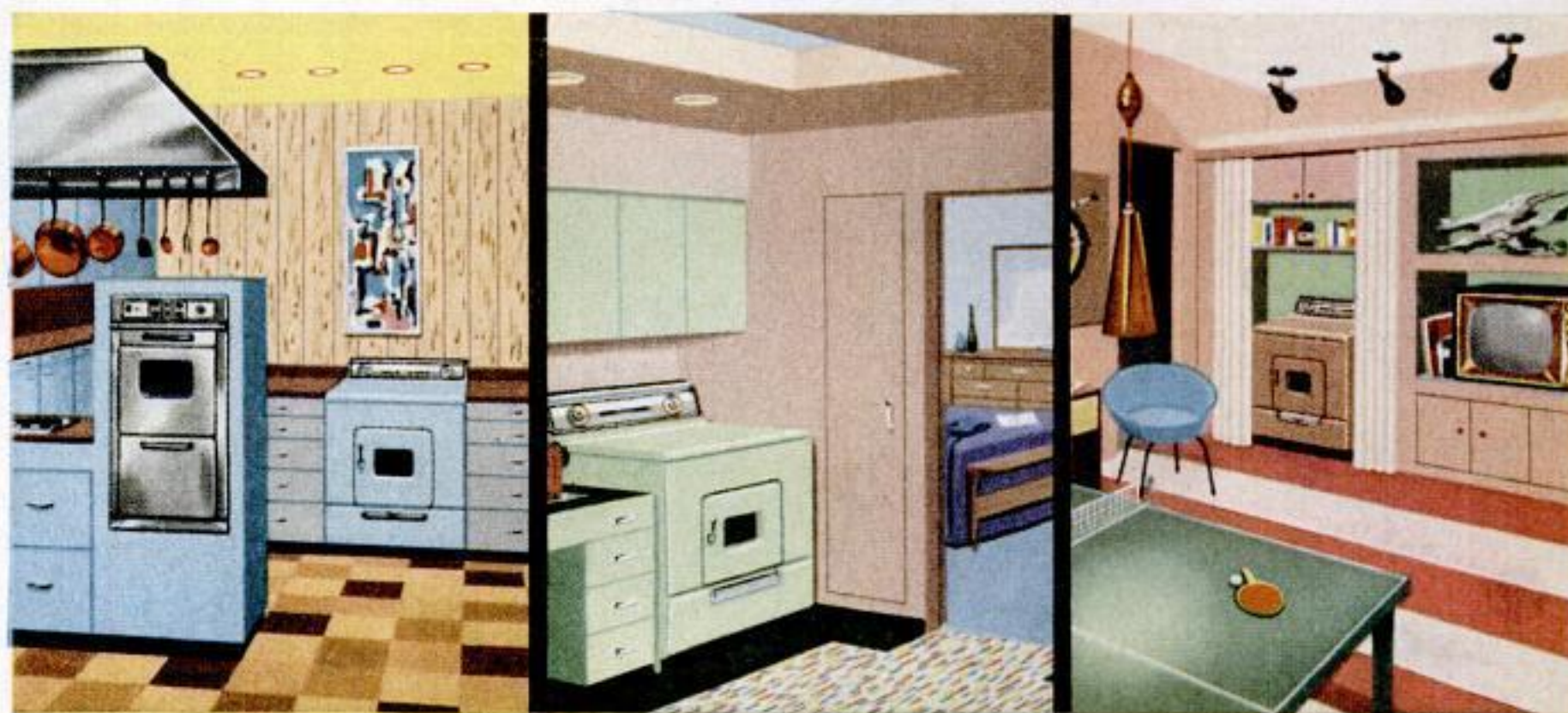


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	First 3 Minutes	Each Added Minute
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These rates apply every night after 6 and all day Sunday. Add the 10% federal excise tax.

Call by Number. It's Twice as Fast.



# Morley Barnard

Service separates the boys from the Minute Men

I'M ONE OF THE 4500 dealers who represent the Union Oil Company of California.

Minute Men, we call ourselves, because we feature service that's the last word for speed with thoroughness.

Regular customers take it for granted. But we nearly always get a comment from the new ones. Last week, for example, a stranger pulled up at my station here in Cedar Hills, Oregon.

In 4½ minutes we filled his tank with gasoline, checked his oil and tires, added clean water to his radiator and battery, washed his windows, brushed out his car, emptied the ashtrays and gave him his receipt.



"I've been in a lot of gas stations," he said, "but nothing like this ever happened."

I bragged a little: "Service is what separates the boys from us Minute Men."

"Aren't you ever tempted to take short cuts?" he asked. I allowed as how we sometimes were. But there were two big reasons we didn't.

First, Union Oil. They spend thousands of dollars perfecting new service techniques, then teach them to us for nothing. We've learned it pays to keep our service up to the quality of Union Oil products. And they're the finest!



MORLEY BARNARD: "WE NEARLY ALWAYS GET A COMMENT FROM THE NEW CUSTOMERS."

Second, ourselves. Every Union Oil dealer owns or leases his own station. This gives you the incentive to make every customer a satisfied one.



You know, I think he liked my answer almost as much as the service. Just the other day he stopped in for a credit card. "Go ahead," he said with a smile as we started our Minute Man routine. "Spoil me!"

\* \* \* \*

A UNION OIL STATION, customers tell us, is the one place where the service is certain to be good as the gasoline.

This is high praise of our dealers, because their gasoline is new Royal 76, the West's most powerful premium.

As long as our economy furnishes both the dealers and Union Oil the incentive to constantly do better the things we do well, this happy situation is likely to continue.

YOUR COMMENTS ARE INVITED. Write: The Chairman of the Board, Union Oil Company, Union Oil Building, 617 West 7th Street, Los Angeles 17, California.

## Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL





# LIFE

Vol. 42, No. 11 March 18, 1957

IN THE STRIPED UNIFORMS THEY WORE AS POLITICAL PRISONERS SIX YEARS AGO, NKUMAH, WEEPING, AND TWO OF HIS AIDES HEAR GHANA'S NEW ANTHEM

## AN EX-CONVICT'S TEARS IN GHANA'S HISTORIC HOUR

# A COLONY IS REBORN A NATION

In the steaming African midnight a man in a prisoner's robe wept—not in sorrow but exultation. He was Prime Minister Kwame Nkrumah, who had led the British colony of Gold Coast into freedom—and now the independence of the world's newest nation, Ghana, was being proclaimed. As tears rolled down Nkrumah's face, 50,000 of his fellow citizens cheered after the British flag came down and the new flag of Ghana rose in its place. The new leader of the new nation had been born in a mud hut, educated in the United States at Lincoln University. He wore a prisoner's garb because only six years ago while still in jail for agitating for freedom he had been elected prime minister in the Gold Coast's first national election.

Released to take office, Nkrumah worked with the British to achieve the extraordinarily swift transition of his country from colony to nation.

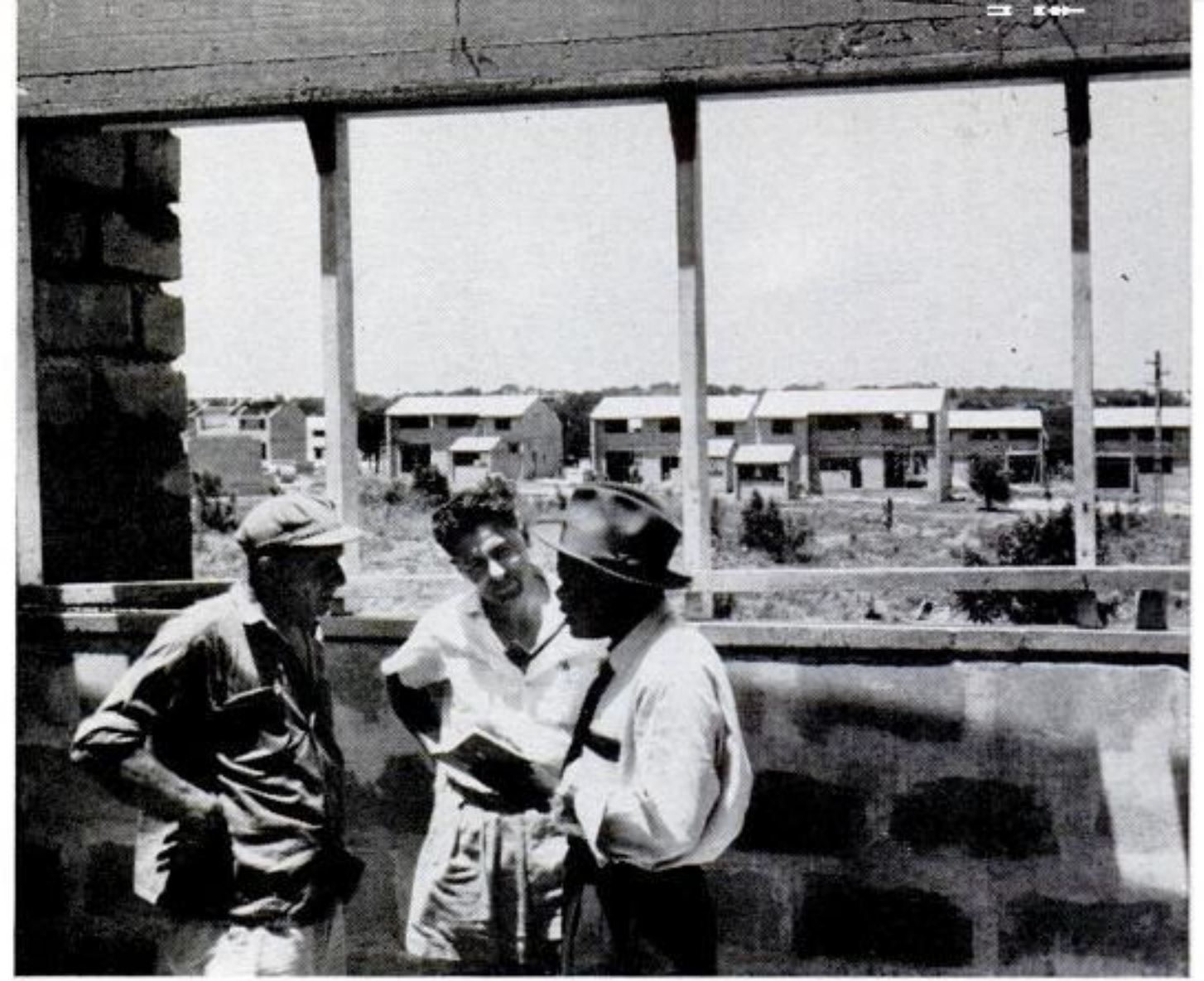
Ghana, which has chosen to remain in the British Commonwealth, also became the 81st member of the United Nations. The name Ghana was derived from a great African empire of the Third Century, but before the new nation can equal its ancient splendor it must solve formidable problems—broadening the economic base which now rests mainly on cocoa, resolving some conflicting tribal interests and proving its responsibility. But in their first days of liberty, the people simply gloried in it and put on a show of national jubilation such as the world had seldom seen.

Photographed for LIFE by MARK KAUFFMAN





**NEW SUPERMARKET**, a fully modern store which opened last month, is calmly accepted by natives who push carts around, ride the escalators like veterans.



**NEW HOUSING**, supervised by government, goes up at Accra. The houses will sell for \$7,000 to \$11,000 and help relieve shortage in upper income group.



**VISITING ABURI, NEAR ACCRA, NIXON DELIGHTEDLY EMBRACES PARAMOUNT CHIEF NANA OSAE DJAN II**

## PROOF OF PROGRESS



To the torrid land on the west side of Africa came dignitaries from over half the world's nations to help Ghana celebrate. The Duchess of Kent represented the British crown as it relinquished rule of the colony. From the U.S.

came Vice President Richard Nixon who presented his nation's gifts, including a \$20,000 technical library, to the new state.

The citizens happily seized independence as a fitting excuse for a week-long holiday, consisting of an estimated \$3 million array of parties, dances, pageants and exhibitions. And by day the distinguished visitors could see new buildings, new housing, miles of new roads, evidence of Ghana's swift progress from savagery in little more than a century.

When the British, in 1901, created the colony of the Gold Coast, a territory about as big as Oregon, human sacrifice was still common. The British introduced law and order, encouraged education and began building railroads and highways. More significantly, colonial officials in 1925 took the first step toward encouraging democratic government by making



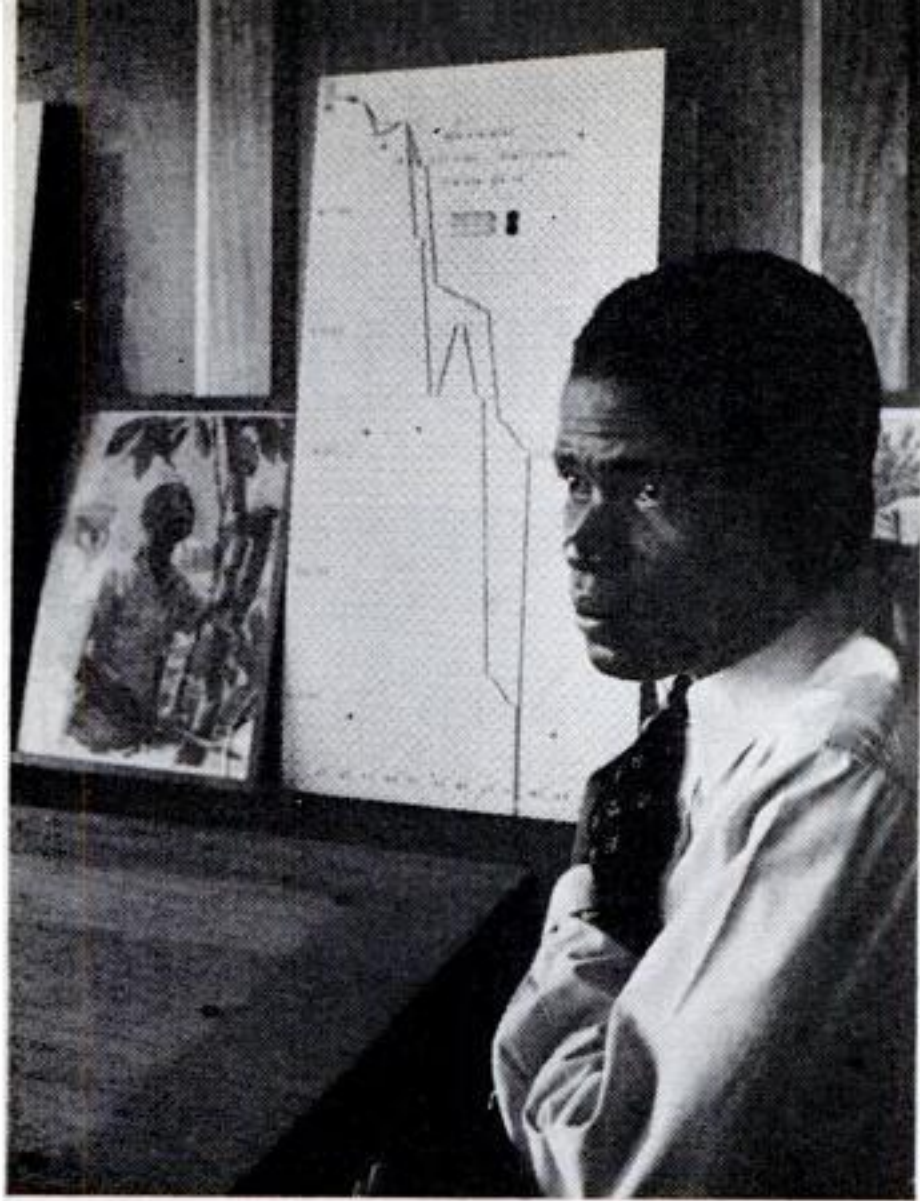
**BRITISH DELEGATE** Home Secretary "Rab" Butler is welcomed by Nkrumah and Lady Arden-Clarke.



**QUEEN'S REPRESENTATIVE**, the Duchess of Kent, leans over to admire Ghana woman's brilliant

costume and baby. Behind her is Sir Charles Arden-Clarke, the queen's colonial Gold Coast governor.





**TOP COCOA BOSS** Harry Dodoo buys Ghana's crop for government, which exports it at a profit.

## GREETSS THE GUESTS

some seats in the legislative council elective.

But the country became more and more impatient for complete freedom. Out of the growing agitation came leaders and in the vanguard was Nkrumah. In 1948 riots erupted in which two were killed. But the consequence was a sobering influence. The constitution was liberalized and in 1956 the crown finally set the date for independence.

As freedom dawns, Ghana's five million people, still desperately poor, depend on cocoa for 85% of national income. But Nkrumah and his advisers have plans for a vast hydroelectric project that would bring new productivity—and sorely needed diversity.

Freedom has not come without some dissension. Among the dissenters are the chiefs of the Ashanti region, from which came many U.S. slaves (LIFE, Sept. 3). These chiefs now warn that Nkrumah may try to become a strong man like Nasser.

But Nkrumah is keenly aware of the historic importance of his nation's role. To the first session of Ghana's parliament he said, "If we show ourselves disunited, inefficient or corrupt we shall have gravely harmed all those millions in Africa who . . . looked to Ghana to prove that African people can build a state based on democracy . . . and racial equality."



**APPROVING CHIEFTAIN** of a coastal province greets the duchess in robe cheerfully marked "O.K."



**THE PAST AND FUTURE** are side by side as Nkrumah joins Governor Sir Charles Arden-Clarke and

his lady. Sir Charles plans to leave, will be replaced by governor-general who will have little real power.





**BEAUTY CONTEST** comes to end as Miss Trans-Volta Togoland is chosen the winner and claps her hands in delight. A seamstress named Monica Amekoafia, 22, she won a round trip to Great Britain and a visit to a chocolate factory there.



**SINGING SHEPHERDS**, members of religious group, hold crooks as they sing at mass church ceremony attended by 15,000. Members of the society which specializes in charitable work, all dressed alike as did many other organizations.



**CHURCH LEADERS** led prayers of thanks at interdenominational service. At left, in a tricorn hat, is the Rev. Max Dodu, moderator of the Presbyterian church. At right is Reginald Richard Roseveare, the Anglican bishop of Accra.

Ghana CONTINUED

## A PROUD AND FREE PEOPLE HAILS



AS PART OF THE CEREMONY OF NATIONAL WELCOME FOR THE DUCHESS, 950



**ACADEMIC PROCESSION** of faculty and staff honors duchess at University College of Ghana, which has just changed name from University College of Gold Coast. College has new modern campus near Accra, works closely with University



# NEW STATUS WITH PARADES, PRETTY GIRLS AND PRAYERS OF THANKS



SCHOOLBOYS FROM ACCRA SCHOOLS PARADE PAST GALLERY. THEY MARCHED BACK AND FORTH SEVERAL TIMES, WERE FOLLOWED BY SOLDIERS AND SCOUTS



of London. Important function of university is to train teachers to fight illiteracy and develop much needed leaders and public servants. Ghana is relying on a crash educational program which has recently put 500,000 children into school.



NKRUMAH IMAGE is displayed by woman dancer carrying baby. Baby took severe bouncing without tears.



TWO U.S. VISITORS were U.N.'s Ralph Bunche (right), Rev. Martin Luther King, Alabama bus boycotter.





**ENDING A RACE,** overheated paddlers flip jubilantly into surf. Boat regatta, part of independence celebration, was made up of the best crews of 150 lighters

which normally transfer cocoa from shore to boats in the harbor. Each of the racing crews consisted of one boatswain, one helmsman, 10 paddlers and one cook."



**"SPEECH FROM THRONE,"** in best British parliament manner, was composed by Ghana cabinet and read by the Duchess of Kent. Later duchess gave Nkrumah

documents transferring constitutional power. He replied, "We part from the former imperial power, Great Britain, with the warmest feelings of friendship."









ISRAEL'S PREMIER BEN-GURION ANSWERS EISENHOWER MESSAGE IN EMERGENCY SESSION OF KNESSET

## SOME AGONIZING MOMENTS OF ISRAEL'S GREAT DECISION

Artist was present in high councils which debated Gaza withdrawal

In the most agonizing hour of its brief existence, Israel had struggled with the question of withdrawing its troops from Gaza and from the Gulf of Aqaba. From without, the mounting weight of world opinion urged Premier David Ben-Gurion to obey the U.N. Within Israel, fears and factional disputes pressed him to keep the troops in their positions. Present in the midst of high Israeli councils at their secret meetings was Artist David Fredenthal.

During the critical period Ben-Gurion gave the artist unique access to his private office in Jerusalem, to strategy conferences, to party meetings and heated sessions of the Knesset. Fredenthal knows no Hebrew, the language in which state affairs in Israel are conducted. But he heard Ben-Gurion's voice stay calm and decisive during cabinet meetings, grow stern

against strident objections of the opposition in the Knesset.

The internal debate and conflict recorded on these pages by Fredenthal revolved around the "precise guarantees" by the U.N., which Israel wanted before pulling out her troops. Fearful of renewed attacks by the Egyptian fedayeen (p. 40), worried that Israeli shipping would still be banned from the Strait of Tiran and the Suez Canal, Ben-Gurion hesitated. The U.S. had indicated general support of the right of free passage, but not until the final moment did Ben-Gurion become fully convinced that he could not get specific guarantees. Then, after a last personal message from President Eisenhower, he reached a reluctant decision without consulting his cabinet, and the long-awaited withdrawal was accomplished (see pp. 42, 43).



**KEY MEETINGS** are held when Foreign Minister Golda Meir flew to Jerusalem from New York to give prime minister U.N. report (*above*), and (*below*) when Mrs. Meir talks to leaders of Ben-Gurion's party. At far left is Zalman Shazar, chief Zionist







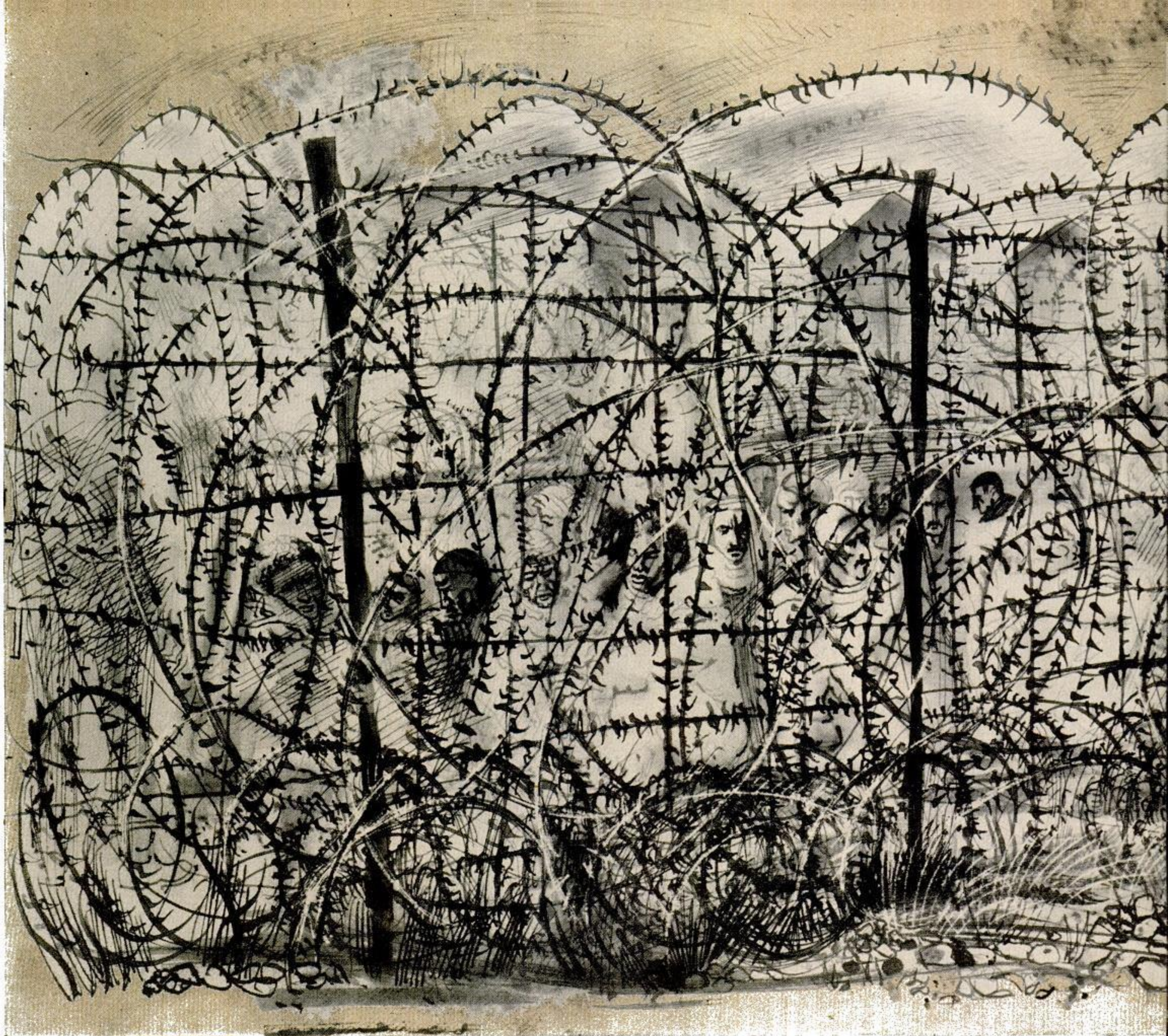
official in Israel. Smoking in center is party secretary, Giora Josephthal. Next to him is Ben-Gurion. On Mrs. Meir's left is Yosef Sprinzak, Knesset speaker. The man gesturing with his back to the artist in right foreground is finance minister, Levi Eshkol.



GENERAL STAFF GETS REPORT OF FINANCE MINISTER AS GENERAL MOSHE DAYAN AND PREMIER LISTEN







**EGYPTIAN PRISONERS** in a compound near Haifa are lined up by an Israeli guard (*standing right*) to start check-out for prisoner exchange in which 5,000 Egyptians were traded for four Israelis.



**GUERRILLA AT BAY**, Egyptian fedayeen was one of the many whom Israelis captured in Gaza Strip.



**ARABS UNDER STRESS** in Gaza Strip anxiously scan regulations posted by Israeli army. Drawing

was made in tense time before the Israeli pull-out when Gaza Arabs had no idea who would rule them.





**ISRAELI ON GUARD**, paratrooper at Aqiba position, cradles his weapon.



**MAKING DRAMATIC DEFENSE** of his withdrawal policy, Ben-Gurion faces the Knesset in night session. In critical

debate he won big vote of confidence which eventually enabled him to effect pull-out from Gaza and Aqaba (*next page*).





**COMMANDING GENERALS**, Burns of U.N. and Israel's Dayan, emerge after setting terms at Lydda.

Israel CONTINUED



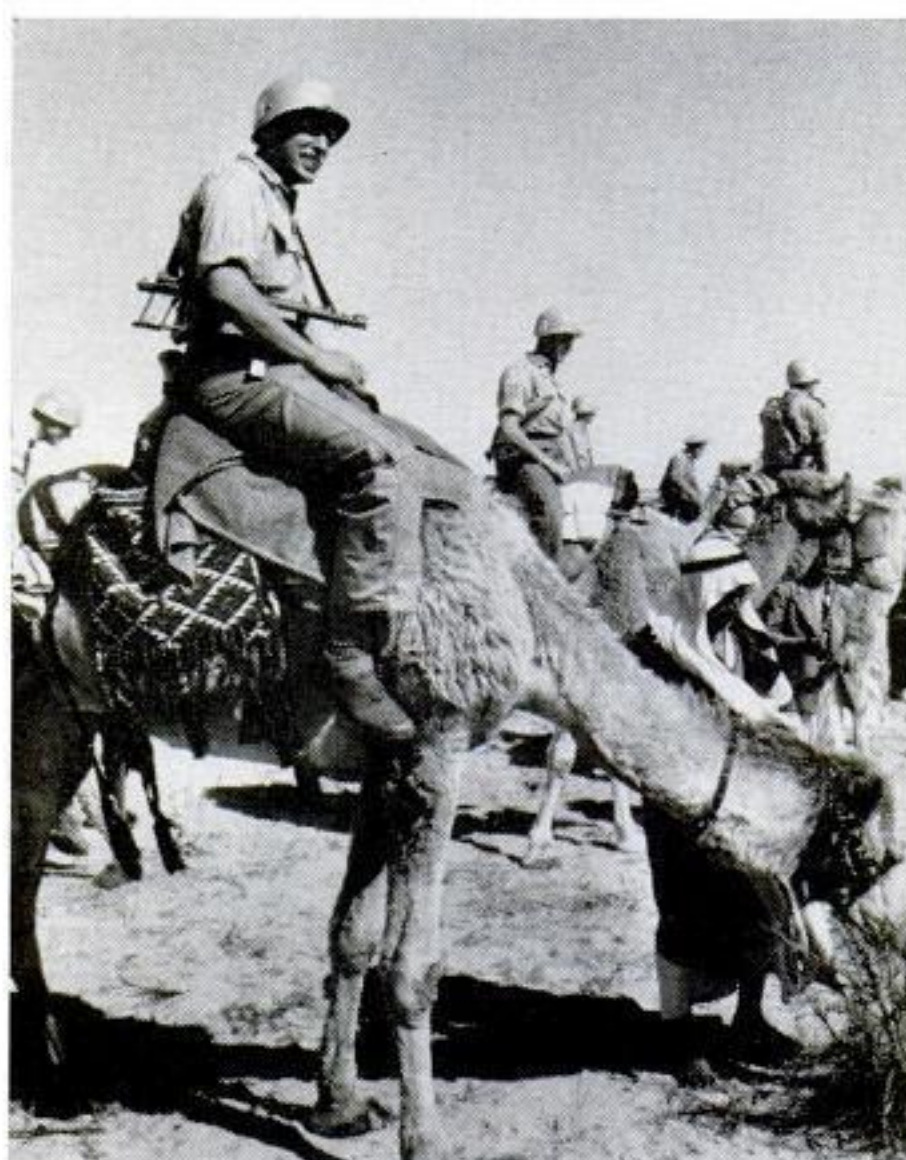
**CHANGING GAZA GUARD**, motorized U.N. troops are greeted by Israeli M.P.s just before the latter

pulled out. In positions formerly held by Israel, U.N.E.F. placed 2,800 troops of seven countries.

## AS U.N. TAKES OVER GAZA ARABS REJOICE

After Ben-Gurion's decision, the Israeli troops moved fast out of the Gaza Strip and Sharm el Sheikh and were replaced by U.N. units. The withdrawal itself was orderly, but the reaction to it was varied. In the neighboring border settlements Israeli farmers wept as their troops returned and in Gaza the Arabs rejoiced (*opposite page*).

As tension eased, the Eisenhower Mideast resolution passed Congress and was signed by the President. In Egypt there were ominous signs of further troubles. The Egyptians indicated they might still bar Israeli shipping from Suez and Aqaba and Nasser, speaking to a frenzied crowd, vowed "to win back all Palestine."



**CAMELBACK** Swedish soldiers mount up for the rough ride to U.N. outpost not far from Gaza Strip.



**DONKEYBACK** Norwegian troops ride beast provided by Arabs who also helped set up encampment.



**BLOODY FACE** resulted when Arab was beaten by mob. He was accused of collaborating with Israelis.



**ENTERING GAZA**, Danish troops file past Arab women waving and shouting Nasser's name. The

U.N. soldiers were ordered to disperse all groups in city streets, had no real difficulty with crowds.







# INQUEST ON HUNGARY (CONT.)

## AMBASSADOR LODGE'S DEFENSE OF THE U.S. ROLE SHOWS THERE IS A GAP IN U.S. POLICY

In a recent editorial, "If There's a New Hungary," LIFE (March 4) argued that the U.S., acting through the U.N., could have done more than it did to help Hungary during the revolt of Oct. 24–Nov. 4. U.N. Ambassador Henry Cabot Lodge takes sharp issue with this view, charging our editorial with "mistakes and omissions so basic that they invalidate the criticisms." Since the issue is vital to future U.S. policy toward rebellious satellites, it is worth plenty of further discussion. Here are Ambassador Lodge's points:

1 The editorial says: "*Had the U.N., with U.S. leadership, been able to act swiftly. . .*"

We acted immediately. On Oct. 24, when the first reports came in of trouble in Budapest, the U.S. Mission staff worked throughout the night preparing for possible U.N. action. On the 25th we began urgent talks with other U.N. representatives.

On Oct. 27, five days before Premier Nagy first appealed to the U.N., we called for a Security Council meeting on the ground that Soviet forces were "violently repressing the rights of the Hungarian people." This was the swiftest possible action.

2 The editorial says that "*Lodge could have immediately asked for an emergency session of the General Assembly*" on Nov. 2, when Premier Nagy proclaimed Hungary's neutrality.

An emergency session of the General Assembly cannot be called until the Security Council has finished dealing with a given question. On Nov. 2 the Security Council was still seized of the Hungarian item (in a session called at U.S. request) and the U.S. was active in the Council on that subject.

3 The editorial says: "*The Assembly could have swiftly created a Hungarian observation commission,*" and that "*an advance commission composed of U.N.-member ambassadors in Vienna could have flown to Budapest by helicopter and been observing a full day before the massive Nov. 4 Soviet intervention.*"

No observers can enter a country without its consent. Until the very moment of his downfall Nagy gave no sign that he would consent to such a thing—which he might well have feared would hasten the Soviet military attack he was trying to avoid.

4 The editorial says that Miss Anna Kethly "*could have been installed as Hungary's accredited U.N. spokesman.*"

The U.N. cannot designate people to represent member states—only the member states can do that. Miss Kethly presented no credentials on which the U.N. could act at that time.

5 The editorial says: "*The U.N. Assembly could have issued a sort of habeas corpus summons demanding that Russia produce the kidnapped Imre Nagy.*"

The U.N. General Assembly is not a government; it has no power to summon anybody.

6 The editorial says: "*At midnight, when the Australian delegate interrupted the discussion of Suez to demand attention to the renewed Soviet attack on Budapest, going on at that very moment, Lodge was not prepared to do anything.*"

The truth is that Lodge was prepared to do much and that he did so. Following the statement of the Australian representative, Mr. Walker, and following two votes on the life and death crisis of the invasion of Egypt, I took the rostrum to add my voice to the appeal for an immediate meeting of the Security Council. I had already asked the president of the Security Council to call a meeting. The Council was convened at 3:13 a.m., Sunday morning, and before it rose at 5:25 a.m. had adopted a U.S. resolution calling an emergency session of the General Assembly.

The statement further ignores the fact that between Oct. 27 and Dec. 12, the U.S. sponsored nine resolutions on Hungary, and I made 25 U.N. speeches and statements on the subject.

7 The editorial says: "*The numerous ambassadors already in Budapest could have been made U.N. observers.*"

If they had become U.N. observers, their credentials could have been canceled by the Hungarian regime and they could

have been expelled from Hungary. This factor weighed heavily with many members of the Assembly.

8 The editorial says: "*The whole record is a sorry one for the U.S. and the U.N. alike.*"

The record is not a sorry one. The record is a good one. Although it did not succeed in bringing about the withdrawal of Soviet troops, the U.N. has done things for the people of Hungary which no single country or other organization could have done. The steps which the U.N. has taken have played a useful part in preventing deportations; in bringing food to the people of Budapest; in helping 170,000 Hungarian refugees to find new homes; in persuading many Asian and African countries for the first time to vote to condemn the Soviet Union; and in dealing a body blow to Communism all over the world.

I presume that your editorial springs from the same human emotion of heartsickness that every American must feel at seeing heroes brutally slaughtered and—for the present—defeated. I share that emotion. But we do not advance the interests of these people by wishful thinking.

In the Hungarian crisis it was U.S. policy to take every practicable step short of war. In pursuing that policy we left no stone unturned. Although the U.S. is powerful, it is not all-powerful. Although the U.N. is influential, it cannot make its will immediately effective against the Soviet Union—any more than it could against the U.S.—without their consent.

/s/ HENRY CABOT LODGE

LIFE's criticism was not and is not aimed at Ambassador Lodge, who has worked tirelessly within the limits of Washington's policies and directives. Unfortunately those policies did not anticipate or know how to help a people's revolt against Communism, such as the Hungarians staged. U.S. action was accordingly inhibited by the hope that Nagy would come to terms with the Kremlin (as Gomulka had done).

From Oct. 24 to Nov. 1 the U.S. "explored" but did not propose action on Hungary. The whipsawed Nagy did not request U.N. observers during that time, but neither were they offered him. On Nov. 1, Nagy did cable appeals for U.N. help, but the U.S. had none to propose. At the Council meeting on Nov. 2 both China and Cuba spoke for urgent action and suggested sending U.N. observers; no action was taken. On Saturday, Nov. 3, when Lodge introduced a resolution, it did not include the proposed U.N. observers; and even though six other members spoke for immediate action, the Council with Lodge's concurrence shelved his resolution for the weekend. After massive Soviet aggression caused Lodge to demand the emergency Council meeting early Sunday morning which summoned the General Assembly, the Assembly's vote to send observers came 24 hours too late to help Nagy.

It takes hindsight to blame the U.S. for bad timing throughout this confused and amazing revolt. But timing was crucial and U.S. policy did not allow for much foresight. The only bet it could think of was on "further negotiations" between Nagy and the Soviets, rather than on the instinct for freedom of the Hungarian people. The "negotiations" proved a trap and Hungarian freedom went friendless. The failure is not only the State Department's but that of everyone in the world who could be surprised by a demonstration that some people still value freedom above life.

Ambassador Lodge makes some good points about the legal limits of U.N. authority. Either these limits should be stretched in such crises by bold readings of the Charter—as in what we called "a sort of habeas corpus"—or the U.S. should be prepared with alternative plans outside the U.N. Said Lodge truly on Feb. 28: "The American people cannot accept with indifference or apathy the situation which the Soviets have created in Central Europe." Neither can the people of Central Europe. These are two momentous facts. U.S. policy must be prepared, as it was not in Hungary, to link them when the next challenge to action comes. That is the lesson we cannot repeat too often.





**FRESH  
FROZEN**



*2 individual  
pies to each  
package*

**At last you can bake  
a better pie every time!**

**Fresh-Frozen by Swanson! Fresh-Baked by YOU!**

There's no trick to it the new Swanson way! Every Swanson Cherry Pie you bake comes out perfectly. The secret's in the luscious juicy cherries Swanson chooses at their peak of ripeness. And in the improved process that freezes them inside Swanson's famous tender, extra-flaky pie crust when they're juicy and delicious. No heavy thickening, of course. And no time's allowed for the juice to soak into the crust.

Just pop these pies in the oven—without defrosting—and see what wonderful things you and Swanson can do when you get together on a cherry pie! And

Swanson Cherry Pie is only one of four flavors—you'll like them all.

Also try Swanson's frozen Apple, Peach and Blueberry Pies.

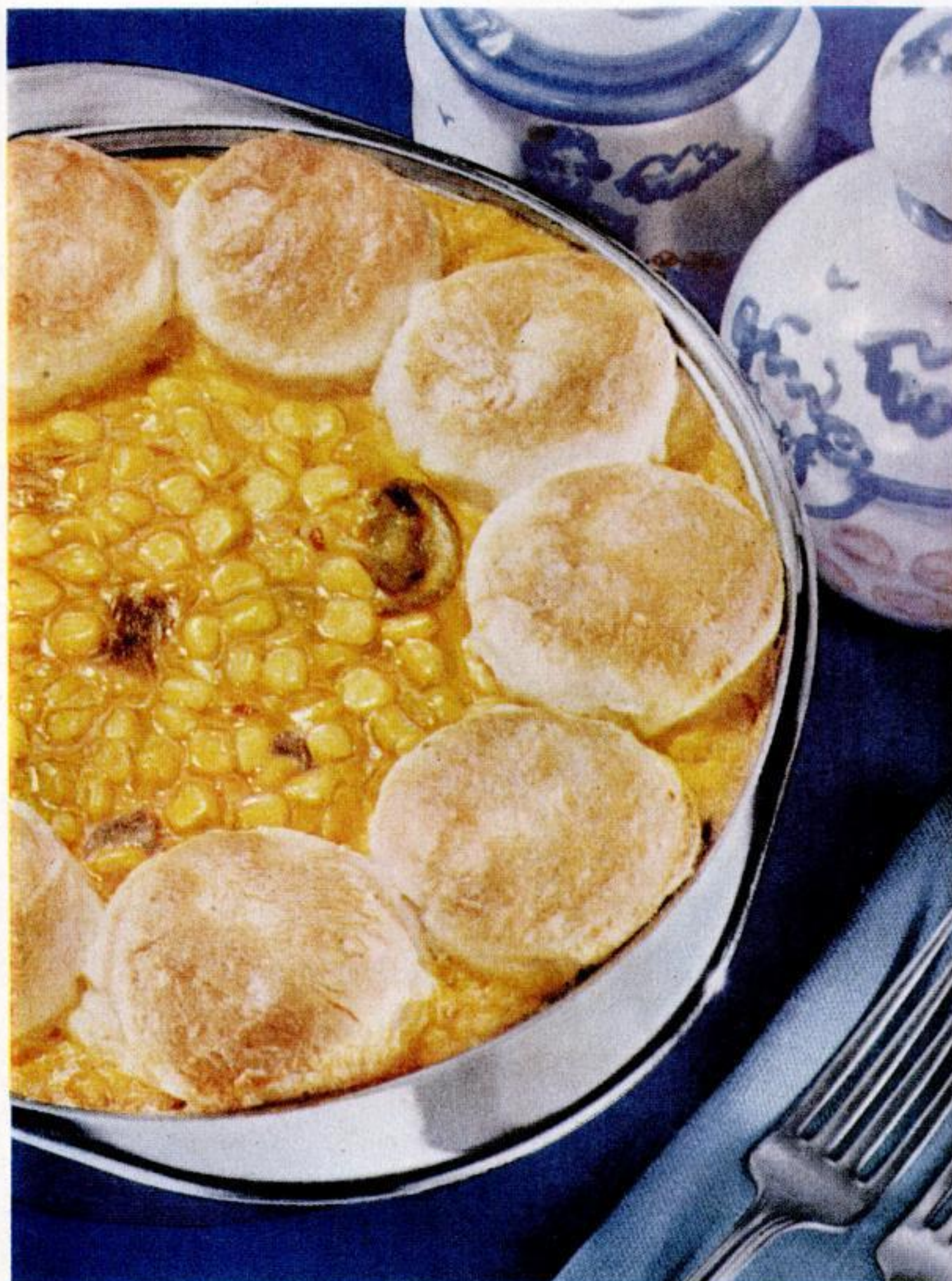
**Swanson**

**FROZEN FRUIT PIES**



A girl's best friend is  
now her can opener

*new!* “can  
—elegant



#### CHICKEN POT PIE

- |   |  |
|---|--|
| 1 12-ounce can NIBLETS BRAND corn       | 1 2-ounce can sliced pimento, drained  |
| 3 eggs, slightly beaten                 | ½ cup grated American cheese           |
| 1 can condensed cream of chicken soup   | ¼ teaspoon salt                        |
| 3 5-ounce cans boned chicken            | 1 can refrigerated buttermilk biscuits |
| 1 3-ounce can sliced mushrooms, drained |  |

Combine all ingredients except biscuits and pour into greased casserole. Arrange buttermilk biscuits on top and bake in slow oven (300°F.) for 30 to 40 minutes or until biscuits are baked and golden brown. Serves 5 to 6.



#### SUNDAY NITE FEAST

- |                                   |                          |
|-----------------------------------|--------------------------|
| 1 12-ounce can corned beef, diced | ½ cup diced onion        |
| 1 12-ounce can NIBLETS BRAND corn | ½ cup diced green pepper |
| 1 No. 2 can tomatoes, drained     | ½ teaspoon salt          |
| ¼ cup chili sauce                 | Cracker crumbs           |

Combine all ingredients except cracker crumbs; place in greased casserole. Arrange crumbs around edge of casserole. Bake in hot oven (425°F.) for 15 to 20 minutes. Serves 5 to 6.

**Festive one-dish meals  
you can fix in minutes**

**Taste and look like  
you fussed for hours**

**The “makings” are right in the  
cans on your pantry shelf**

When you set one of these elegant surprises before the family, they're going to feel just like *company*. Very pampered. Nicest part for you is that these new one-dish feasts are quick and easy to fix. The “makings” come in cans that are probably on your pantry shelf right now.

What makes these casseroles so special is the roasting ear crispness and flavor of Niblets Brand corn. Niblets are quick-cooked and vacuum packed to give you fresh flavor, natural color and crispness like you picked them today. Enjoy Niblets in these festive recipes or by themselves. Soon.

**P.S.** Try quick-cooked Niblets® Mexicorn® corn with sweet red and green peppers, too. *Muy delicioso!*





# opener casseroles"

*surprises you make with Niblets Brand corn*



**FRIDAY NITE CASSEROLE**

- |  |                             |
|--|-----------------------------|
| 1 can condensed cream of mushroom soup | 2 hard-cooked eggs, chopped |
| ½ pint thick sour cream                | ¼ teaspoon dry mustard      |
| 1 12-ounce can NIBLETS BRAND corn      | 1 teaspoon salt             |
| 1 16-ounce can salmon, drained         | ½ teaspoon pepper           |
| ½ cup chopped black olives             |                             |

Blend mushroom soup with sour cream. Combine with NIBLETS BRAND corn, salmon, olives, eggs, and seasonings. Pour into greased casserole and bake in slow oven (300°F.) for 25 to 30 minutes. Serves 6.



**FIESTA CASSEROLE**

- |  |
|--|
| 1 12-ounce can MEXICORN BRAND corn     |
| 1 can condensed cream of mushroom soup |
| 2 eggs, separated                      |
| 2 5-ounce cans small shrimp, drained   |

Blend together mushroom soup and beaten egg yolks. Add MEXICORN BRAND corn and shrimp. Beat egg whites until stiff and fold into shrimp mixture. Pour into greased casserole and bake in slow oven (300°F.) for 25 to 30 minutes. Serves 4 to 5.

**NIBLETS**  
BRAND  
**CORN**  
*the quick-cooked corn*



## **SPECIAL OFFER! WEST BEND Stainless Steel Casserole with Warmer**

**\$3.50** plus 2 labels from Niblets Brand corn or Mexicorn Brand corn with sweet peppers.  
**\$7.25 VALUE**

Handsome 2-quart West Bend stainless steel casserole in exclusive Futura design. Complete with lid, black wrought iron base and candle warmer. Easy to clean—won't stain or tarnish. \$7.25 value, yours for \$3.50 and 2 labels from Niblets Brand corn or Mexicorn Brand corn. Order now, offer ends May 15, 1957. Send check or money order (no stamps, please).

**Green Giant Company, Dept. L, Le Sueur, Minnesota**  
Please send me \_\_\_\_\_ casseroles. For each one, I enclose \$3.50 and 2 labels from Niblets Brand corn or Mexicorn Brand corn.

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Good only in continental United States. Void in states where prohibited or taxed by law.





## TIME works wonders

Only master distillers—rich in years and experience—possess the skill to make a whiskey as fine as Four Roses. Because every single drop must reflect the 70-

year tradition of quality behind this distinguished label. Time and skill made Four Roses great. Time and skill make it the finest, today.

**TIME for the finest... FOUR ROSES**



FOUR ROSES DISTILLERS COMPANY, NEW YORK CITY





**COMBATING I.R.A.,** British troops blast holes in road to hinder I.R.A. on raids into Northern Ireland.

## IRISH VOTERS CALL FOR 'DEV'

When Eamon de Valera's Fianna Fail (Party of Destiny) lost the Irish elections in 1954, the warrior, then 71 and nearly blind, stubbornly prophesied, "*Beidh lá eile ag an bpaorach*" or, roughly, "There will be another day." Last week that day came: Ireland swept the stern old man who has dominated the last 40 years of her history back into office.

For old "Dev," whose political career was born in battle smoke at Boland's Mill in Easter week 1916, the scene was familiar. Even as he was elected, an Irish Republican Army was raiding British-ruled Northern Ireland much as his own forces had struck at the British when he was an I.R.A. officer long ago. And now again Ireland struggled with an economy that failed to support her people.

De Valera had promised to increase employment and to end the illegal operations of the private army. But so had Prime Minister John Costello. Discontented with Costello, the voters put their final trust in the father of Ireland.



**OUTGOING PRIME MINISTER** John Costello listens to returns. His Fine Gael party lost eight seats.

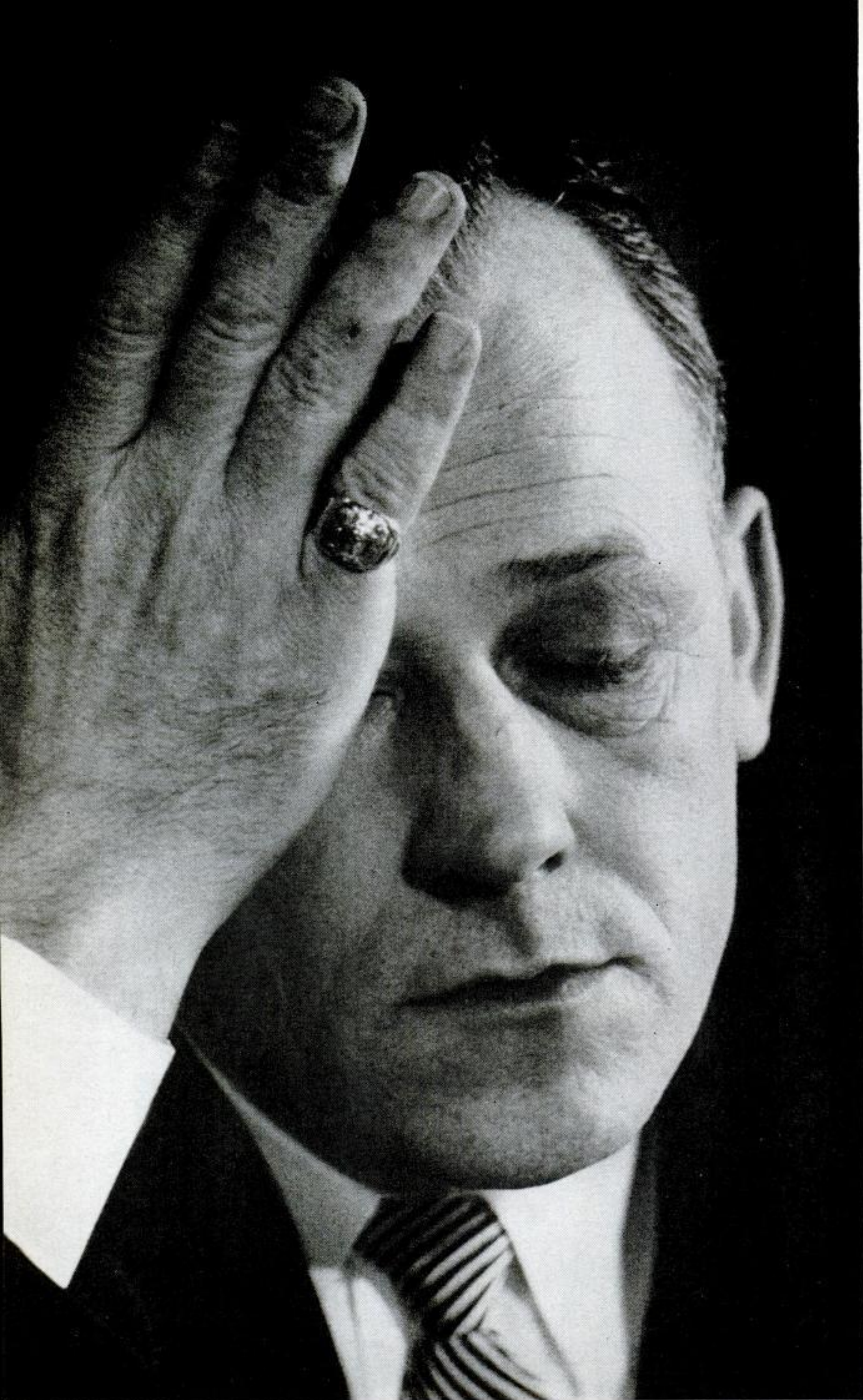


**CAMPAIGNING IN KERRY,** De Valera (*above*) talks into microphone shielded from pelting rain.

**ACCLAIMING OLD HERO,** Limerick crowd mills around De Valera on his way to speaker's platform.







## A LOOK AT THE



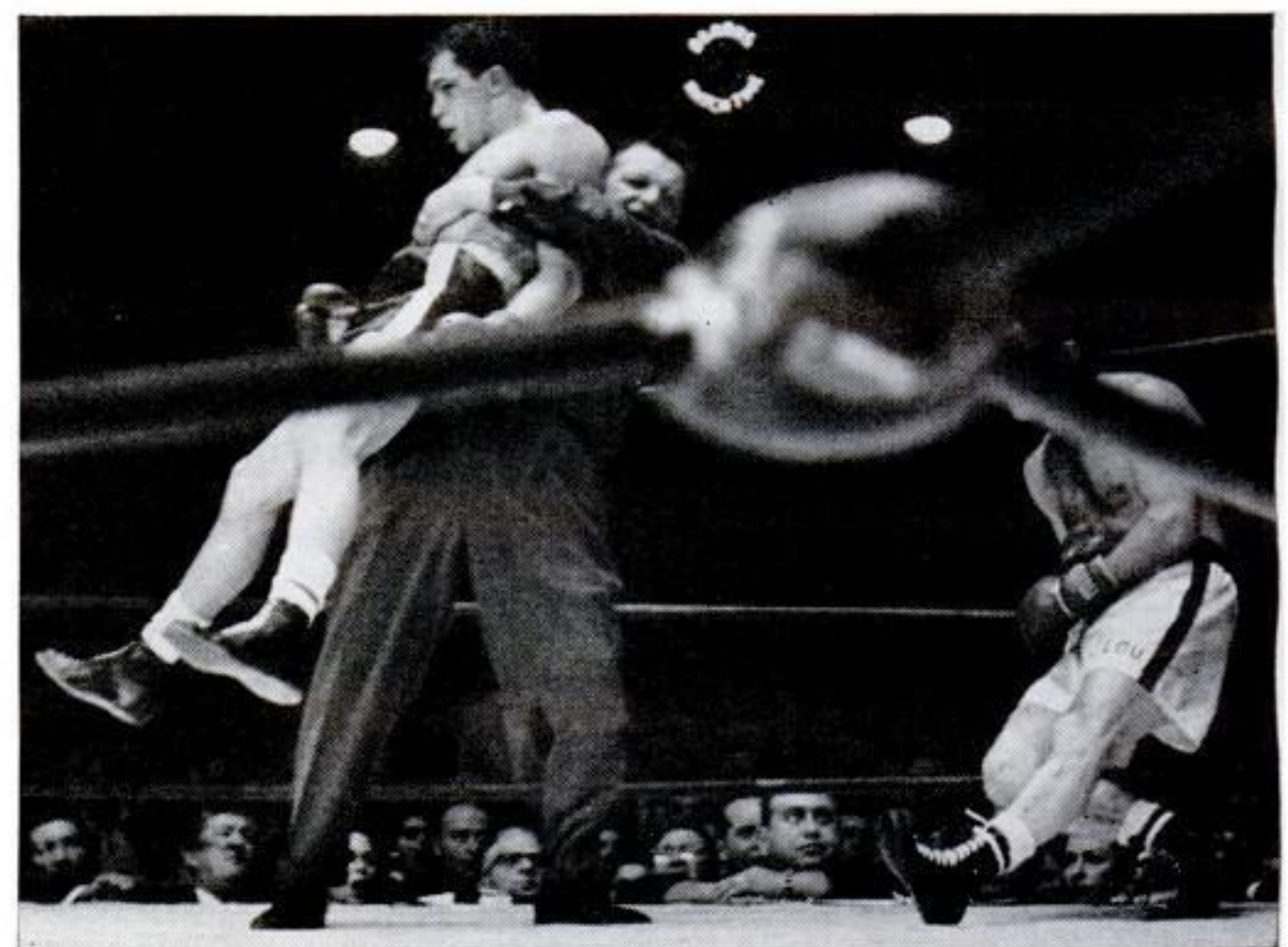
### ←A NERVOUS MAYOR ON THE SPOT

The big news in the Senate's investigation of union racketeering in the Northwest (LIFE, March 11) last week concerned Mayor Terry Schrunk of Portland. As he nervously wiped his brow interrogators probed his past. Seven witnesses testified against him. Schrunk, as sheriff, is accused of taking a \$500 bribe from owners of a gambling joint. The mayor denied it and offered to take a lie detector test.



### TROUBLESOME CHOICE OF A SEAT

In Birmingham, Ala. an ugly incident developed after Lamar Weaver (*left*) sat beside the Reverend and Mrs. F. L. Shuttlesworth at the railroad terminal. Police ordered Weaver from the terminal. Outside, a mob stoned his car. Weaver sped to police headquarters only to be arrested and fined \$25 for reckless driving.



### A BIG LIFT FOR THE REFEREE

The referee hoisted Carlos Ortiz aloft as his opponent, Lou Filippo, slumped to the canvas in the wild ending of a Hollywood, Calif. fight. The action occurred when Ortiz fouled Filippo after the bell ended the ninth round. The boxing commission ruled the bout no decision.



# WORLD'S WEEK



## PASSENGERS IN HOUR OF PERIL

While this picture was taken in flight, the passengers in an American Airlines DC-7 rode calmly on with the open sky showing through a jagged hole above their heads. The plane was flying from New York to Dallas at 14,000 feet when a propeller sheared off over Canadaville, Tenn. The propeller struck the roof and then fell harmlessly to earth. The craft made a safe though unscheduled landing at Memphis.



## SAD NEWS FROM A FEDERAL JUDGE

An echo of charges against the Truman administration was heard in St. Louis. Matthew Connelly (*left*), a former presidential secretary, and T. Lamar Caudle, formerly of Justice Department, were given two years, fined \$2,500 for conspiring to defraud the U.S. in a tax case.

CONTINUED



If you feel run-down because of  
**TIRED BLOOD**

**FEEL STRONGER FAST**

...within 7 days  
or money back!



If you drag yourself around during the day feeling weak and tired... your trouble may be due to what doctors call iron deficiency anemia\*. We call it Tired Blood. Check your doctor. If you are suffering from iron deficiency anemia, GERITOL can help you feel stronger fast. GERITOL is a high-potency tonic that begins to strengthen iron-poor, Tired Blood in just 24 hours. In only one day GERITOL iron is in your bloodstream carrying strength and energy to every part of your body.

After an illness such as a cold, flu, sore throat or virus, you may also suffer from iron deficiency anemia. At such a time, GERITOL can help you regain your strength. So, if you feel weak and run-down because of Tired Blood, get GERITOL, liquid or tablets. And take it *every day*. You'll feel stronger fast—within seven days—or money back.

**GERITOL**  
for tired blood



**NEW ADVANCE** for  
relief of common RHEUMATIC  
and ARTHRITIC-LIKE PAINS\*

If you suffer from common rheumatic and arthritic-like pains, try the new pill-within-a-pill ZARUMIN. ZARUMIN offers this new advance. It contains an *outer* pill that brings *fast*, temporary relief. And an *inner* pill that brings *more* relief hours later—thus giving *longer-lasting* relief. As a result, you enjoy more freedom from pain. Safe, taken as directed. If pain persists see your doctor. Money back if not satisfied.

\*For effective, temporary relief.

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**100% SAFE SLEEP\***

You can sleep soundly to-night...safely. Try SOMINEX, the new sleeping aid that contains no narcotics!

Whenever you can't sleep at night... your nerves on edge... try SOMINEX, the new aid to sleep that relaxes you and lulls you into restful, natural-like sleep. SOMINEX contains *no* barbiturates. *No* bromides. *No* narcotics. Non-habit forming. Get SOMINEX from your drug-store today and take as directed for 100% safe sleep: Money back if not satisfied.

\*Taken as directed.



**Sominex**





## Andy Thomas finds 8 daily uses for his new RCA Victor Tape Recorder (it cost him only \$159.95)

"It's great!" says Andy Thomas, referring to his new RCA Victor *Congressional* tape recorder. "Frankly, I bought it just for office use. But soon I was taking it home—to parties—everywhere. Push-buttons make it a cinch to operate. And thanks to 'Golden Throat' tone, the playbacks really sound professional. You also get two speeds: one is best for voice—one for music. But don't take my word. To-day, ask your RCA Victor dealer to show you the *Congressional* (model 7TR2) in tan simulated leather. If you prefer Hi-Fi, there are 2 beautiful models from \$199.95."

**RCA VICTOR**  
Tmk(s)® RADIO CORPORATION OF AMERICA  
CAMDEN 8, NEW JERSEY



Manufacturer's nationally advertised list prices shown, subject to change. Most models also available in Canada.

## WORLD'S WEEK CONTINUED



### TWO PARTS OF A STRICKEN SHIP

Off New Castle, Del. the Navy tanker *Mission San Francisco* lay in the Delaware River, a wide stretch of water between her bow and stern. Despite good visibility the *Mission* and the Liberian freighter *Elna II* had collided in the night, setting off an explosion that split the *Mission*. Thirty-five of the tanker's crew and all 23 on board the freighter were saved. But 10 men on the *Mission*, including her captain, were missing.



### A SLAYING ON SHROVE TUESDAY

Celebrants of New Orleans' Mardi Gras on Shrove Tuesday were startled. A Tulane student, August During, garbed as a convict, bumped a passer-by. The latter shot and killed him. During's assailant said that the student had fired at him first. But During did not have a gun.





The world's most experienced builder of long-range jet aircraft brings you the jet airliner of tomorrow...

*(advertisement continued on following pages)*





...the only American jet airliner  
flying today... ***BOEING 707***





*The Boeing 707 jet prototype, photographed in flight over the Cascade Mountains (November, 1954)*

In this superb ship you will cruise indigo blue skies six miles above the earth—with such serene smoothness you'll seem poised motionless in space, yet be traveling an incredible 600 miles an hour. Already eleven famous airlines have ordered 707 jet transports.\* They chose *Boeing* jets for many reasons, including this: when deliveries begin in less than two years, the 707 will be the most tested airliner ever to take

to the skies. The prototype has now been flying *more than two years*.

Why is Boeing so far ahead in the field of jet airliners? Because Boeing has more experience designing and building long-range jet aircraft than any company in the world. And because Boeing, back in 1952, had faith in the future of jet transportation, and began actual construction of America's first jet airliner.

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## Sun up with Kellogg's Corn Flakes

You know how good the sun is for you. And corn, you know, soaks up more sun than any other grain. Kellogg's flavors it, flakes it, toasts it and serves it up in the cereal America likes best—fresh and sunny. (You get a whole day's requirement of sunshine Vitamin D in every one-ounce serving.) Why not spoon up some sunshine tomorrow?

FRESH FROM *Kellogg's* OF BATTLE CREEK



*This is the cereal people run out of most often. Don't be caught without a spare at your house.*



## RELIGION



IN ST. PAUL'S CHURCH A YOUNG MOURNER STOPS A MOMENT BESIDE THE BISHOP'S CASKET TO BLESS HIMSELF

# LAST HOMAGE TO NEGROES' FRIEND

The small, weather-beaten Negro church of St. Paul in Lafayette, La. was the setting for the splendor of a Catholic bishop's funeral and a moving gesture toward his flock. For 38 years the Most Reverend Jules B. Jeanmard, who retired last year as bishop of Lafayette, and senior bishop in the U.S. Catholic hierarchy, had defended the rights of Negroes as he pressed Catholic evangelism among them. A year and a half ago he excommunicated two women in Erath, La. for beating up the teacher of a mixed white and Negro catechism class. Today Lafayette has the largest number of Negro Catholics of any diocese in the U.S.

When he died last month at 77, Bishop Jeanmard instructed in his will that his body lie in state for a day at St. Paul's so that "my dear colored people may have the full opportunity to offer up special prayers for the repose of my soul." Almost every one of the 5,000 Catholics in the all-Negro parish of St. Paul's took the opportunity, filing past the casket to genuflect and pay their last grateful respects.



BISHOP'S HAT is placed on top of coffin for trip to St. John's Cathedral in Lafayette for a second Requiem Mass the next day.

**DUKE SNIDER**  
world's most  
comfortable  
centerfielder



starts fresh in

**MAYO**  
**SPRUCE**

**UNDERWEAR**

"I find that good fitting underwear helps me relax," says Dodger star, Duke Snider, "so I always wear Mayo Spruce." Try it and see. For natural, easy-going comfort, it's Mayo Spruce all the way for men and boys!



**UNDERWEAR • SPORTSWEAR • SLEEPWEAR**  
Mayo Sales Corporation, Selling Agents for Washington Mills, 5014 Empire State Building, New York City.



# Should your child be a Librarian?



Special Libraries, privately maintained to serve specific professions or industries such as law, electronics, insurance and the like, offer increasing opportunities to skilled librarians who are themselves primarily interested in these specialized fields.

by **EDWARD G. FREEHAFFER**

Director, The New York Public Library  
(As told to LLEWELLYN MILLER)

"WHY DIDN'T I think of that!" teased a college classmate in mock envy when I told him I had decided to become a librarian. "What a soft life—go to work, stamp a few cards, spend the rest of the day reading in your ivory tower!"

He was only half joking.

His impression of my chosen work was what he had seen in casual visits to look up a fact or borrow a book. To him, "librarian" meant the attendant behind the desk of a hushed reading room.

Like so many otherwise well-informed people of today, he had only the vaguest idea of the enormously varied duties, opportunities and rewards that my profession offers.

There is good reason.

There have been custodians of the written and printed word since man began to record his knowledge, but librarianship as a modern *profession* is relatively quite new and has grown very fast to keep pace with the phenomenal expansion of our libraries.

The first library in the United States was established in 1638 when John Harvard bequeathed 400 books to the university that bears his name. Today, Harvard's library contains some 6,000,000 volumes.

The first circulating library in this country was organized in 1731, in Philadelphia. It was more a club than a library, since its use was restricted to its subscribers. As for a librarian—there wasn't one unless you count the

member who volunteered to keep a list of borrowers, without pay. His name was Benjamin Franklin.

Not until 1833—only 124 years ago—was our first tax-supported, free, circulating public library opened. Little Peterborough, N. H., made that important big stride.

The idea flashed throughout our land. Free libraries, supported all or in part by public funds, came into being with almost explosive rapidity.

Today, we have nearly 7,000 publicly owned libraries, not counting their 3,100 branches. These vary in size from The New York Public Library with its 80 miles of shelves in the Central Building alone, and staff of over 2,000, to county libraries that serve readers in isolated communities by bookmobile.

In addition, we have over 20,000 libraries in elementary and high schools. There are vast collections in our colleges and universities. The Library of Congress, our national library and biggest in the country, has 10,000,000 volumes, plus millions of non-book items.



In 1947, there were 1,600 Special Libraries, for the most part supported by and serving business and industry. Today, we have more than 3,000.

There is great competition among all of these for trained librarians.

Not too long ago, a high school graduate could start as a page and eventually become a librarian, learning as he worked, usually for quite low wages.

That is no longer the case.

As libraries grew, so did the need for qualified staffs to run them. Today, the title "trained librarian" ordinarily means one who has completed the five years of study at college or university level leading to a Master's degree.

Salaries have kept pace with increased educational requirements, but the demand for librarians far exceeds the supply. At one library school, twelve different positions were open to each member of the 1956 class!

### What does a librarian do?

Having a job in a library is different from being a librarian. At least half of the staff of a big library has training in other fields. These are the clerical workers, the business machine operators, microfilm technicians, building maintenance workers, bookbinders and scores of other specialists. As a general thing, you do not find the graduate librarian behind a charging desk.

Briefly described, the librarian's work is the selection, acquisition, organization of and—especially important—guidance to man's recorded knowledge whether for research, study, self-improvement, business or recreation.

Think what this means and what a wide choice is open to the qualified boy or girl!

**Acquisition**—Has your child a thirst for knowledge and an inquiring mind? The selecting and purchasing of new as well as old books, periodicals, government documents, music and other materials is a fascinating part of library operation.

**Organization**—Has your child executive talent? The library needs directors, administrators and supervisors to see that the river of books flows smoothly into the hands of readers. The organization of reference material and giving aid in its use are absorbing duties in which young people with some one special interest can find great rewards.

"Science is my hobby, but I don't want to be an engineer or technician," said a young man who came to me for career advice. "Is there any way I can concentrate on the sciences in library work?"

He could and did. He is now the head of a big technical library, building a sound career and making a valu-



A librarian serving at an information desk, such as this one in The New York Public Library, must know exactly where to look to find the answers to questions on almost every subject under the sun. Many have learned to speak several languages to help them in answering inquiries.

able contribution in the field of his keenest interest.

Many of us are appreciators of the arts and sciences without having the desire or the temperament to be creators or performers in them.

Over and over we hear, "I'm interested in law—but I don't want to practice it;" "I love music—but I'm not a composer or musician;" "Economics absorbs me—but I don't want to go into business;" "History is my hobby—but I don't want to teach it."

These are the bright young people who may find greatest satisfaction in a library career. There are few special interests from Art to Zoology which cannot be turned to account in a library.

**Guidance**—Today's library is no ivory tower, though sometimes the studious lone wolf can find his cave in it, too. It is a busy community center where people of many different talents work together for the benefit of every element of society. One of the librarian's most important and interesting tasks is providing guidance to the vast store of riches, available to all through books—if they know where to look.

Here come the children for a story-telling session, a picture book hour, perhaps a puppet show. Here come the parents for discussion groups, exhibits, lectures and concerts as well as books. Here is a commercial artist in search of prints of ancient steam engines. Here is a businessman asking for census figures. There is a writer wanting help with research for a historical novel; a scientist checking facts; a sociologist working on a report; doctors, lawyers, merchants, chiefs, club women, housewives, professors and pupils—there is nothing isolated or routine about a librarian's life.

If your child likes the bustle of a big city, a large public library may be his goal. If he likes to be an active part of a neighborhood, branch libraries of big systems or libraries in small towns will put him in close touch with his fellow citizens. If he likes the academic atmosphere, there are challenging careers waiting in school, college and university libraries.

Special Libraries deserve special mention. These are collections, often very large and usually privately maintained to serve a company, industry, profession or association. Most often they pertain to one subject—law, medicine, genealogy, natural history, art, electronics, merchandising, drama, transportation, banking, military affairs, religion, insurance, advertising—the list is long. Their librarians are specialists whose professional work frequently includes creative compiling of reports, or other aids to members of these various occupations.

### What training is required?

Basic career requirement is four years in college leading to a Bachelor's degree, followed by one year at one of the 35 accredited Library Schools for a Master's degree in Library Science. A Liberal Arts course is a good background. Credits in languages, literature, economics and the physical and social sciences are valuable.

Some state universities have Library Schools, so the cost of tuition can be as little as \$400 a year. Some scholarships are available, and many major libraries have training programs which permit students to gain experience while paying their way through Library School.

### What does a librarian earn?

The library is not the place for those mainly interested in making a fortune, though salaries are at a level for which we need no longer apologize. They compare favorably with those in other professions allied with teaching and social service.

Library School graduates, without experience, averaged from \$3,900 to \$4,200 in 1956 in different parts of the country. Chief librarians in major cities receive as much as \$17,000—more in some cases. At present, a number of top federal government positions pay up to \$14,800. Salaries in libraries maintained by industry occasionally go as high as \$25,000.

Most library systems have retirement plans. Many publicly supported libraries provide the benefits of Civil Service.

Both men and women can aspire to jobs at the top of our profession. The head of one of our largest systems, The Chicago Public Library, is a woman.

### How can you tell if your child is suited for a library career?

The chances are that your child, if he is a good student and is above average mentally and has a respect for knowledge, will make a good librarian. Scientific studies have revealed the not so startling fact that librarians are normal human beings. If you take a cross-section of the profession you will find the whole range of personalities. The diversity of work in the various phases of librarianship is one of the great attractions of the field.

If your child has leadership ability, he will find there is unusual need for his talent in supervisory and administrative departments. If your child has a scholarly bent and a liking for people, he is ideally suited for public service work. Even if he is not gregarious, there are many places where just plain intellectual curiosity is the most needed trait.

One good way to find out if your child can be happy and successful in a library career is to urge him to sample it. This is not hard to do. Young people often can find jobs as pages or junior clerks during the summer or after school, or as junior assistants in college libraries. By seeing our work from the inside, the youngsters who are suited for the library may realize, even though their work is limited to clerical tasks, that they have found the place that will keep them endlessly challenged and interested.

The library has high standards. It deserves and demands the best, but in return it gives rewards beyond any counting in money. It offers a position of influence and dignity in the community; a title of which anyone can be proud; and the knowledge that each day's work is a valuable contribution of education, amusement, solace or inspiration to others.



### HOW TO HELP YOUR CHILD HAVE THE CAREER HE WANTS

*Many factors will enter into your child's choice of a career: his interests, his ambitions, his abilities, the counsel he receives from teachers, friends and family. But, most of all, it will depend on his opportunities to get the training he needs to enter the field of his choice.*

*Even though his college days are still years away, it's never too soon to start making sure that your child will have the opportunity to continue his education when the time comes.*

*Your New York Life agent has chosen as his career the business of helping families plan for the future—for education, for retirement, for all the things which life insurance helps make possible. Through training and experience he has become a highly qualified specialist. You'll find him both able and willing to help you.*

### Booklets available on many careers

*This article on Librarianship is one of a continuing series on career opportunities for young men and women. Thus far, similar articles have been prepared on Newspapering, Law, Medicine, Accounting, Teaching, Architecture, Aeronautical Engineering, Electronic Engineering, Public Service, Farming, Chemistry, Selling, Nursing, Starting a Business of Your Own, Pharmacy, Dentistry, Banking, Printing, Home Economics, the Mineral Industry, Personnel Work, Retailing and Atomic Science. Each is available in booklet form and will be sent to you on request. You'll also find additional help in our free booklet, "The Cost of Four Years at College." Just drop a postcard to:*

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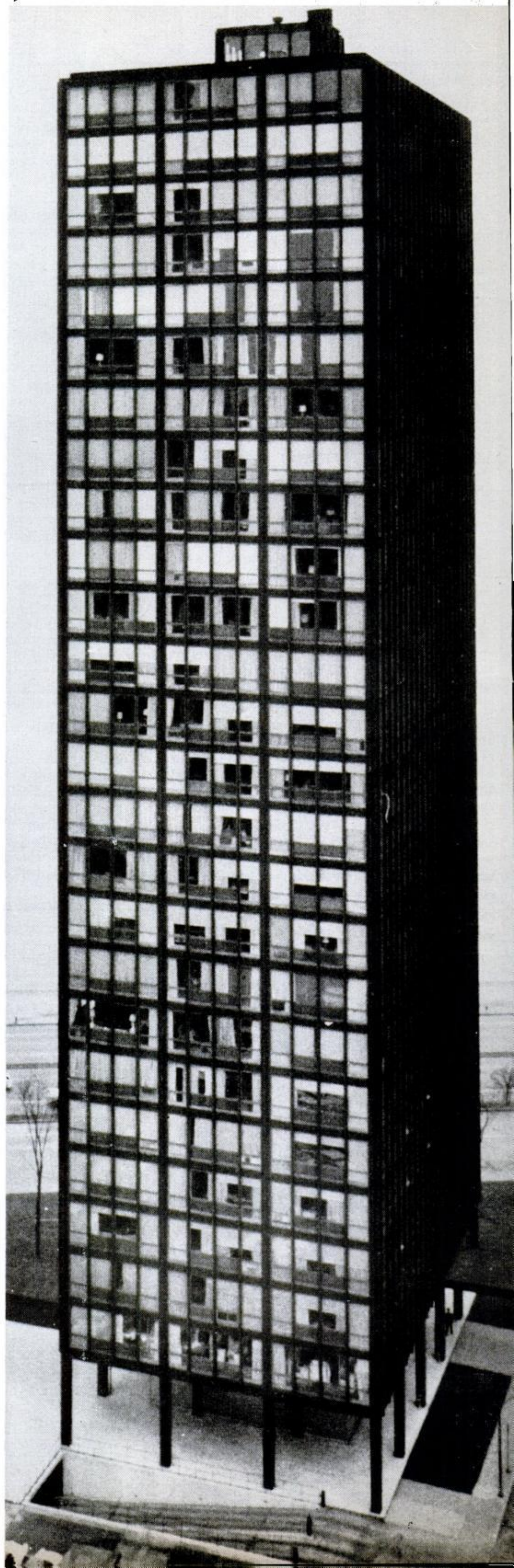
GESTURING WITH EVER-PRESENT CIGAR, MIES SAYS, "MY PHILOSOPHY IS HONESTY"

# EMERGENCE OF A MASTER ARCHITECT

Across the U.S. from New York to Texas, a stern but stunning new architecture has begun to tower on city horizons. Boldly rectangular, with skeletons of steel sheathed in sheets of glass, it is the inspiration and accomplishment of one of the great architects of the 20th Century, Ludwig Mies van der Rohe.

Until recently German-born Mies was renowned chiefly among fellow architects and his revolutionary ideas were known mostly through models, a few buildings in Europe and the work of disciples. But today at 70, after living inconspicuously in the U.S. for 20 years, Mies is bursting into full, spectacular view. In Chicago he has built two tall apartment houses (*right*) whose steel piers, exposed at the base around a recessed lobby, give the buildings an effect of being on stilts. He is now finishing four more like them. In New York he is building a skyscraper. In Detroit his 76-acre housing project is under way. In Houston ground is being broken for the wing of an art museum.

This sudden surge of commissions is accepted by Mies as vindication of his lifelong principle that architecture must be true to its time. His own severely geometric, unembellished buildings have been designed to express in purest forms a technological concept of our technological age. They also, as may be seen on the following pages, express the simplicity and sturdy nobility of Mies himself.







**WALL OF GLASS** enclosing 26-story apartment building (*left*) is shown in close-up above, in which living rooms, bedrooms and studies of apartments on five floors make up a gleaming checkerboard of lights and colors. This glass and steel structure, one of a pair of almost identical buildings designed by Mies for Chicago's Lake Shore Drive, provides an abundance of daylight, but tenants can pull drapes to shut out the sun and their neighbors' view.



## 'With logic, a building shines'

Mies's greatest opportunity came in 1938 when he was asked to design an entire campus for Illinois Institute of Technology in Chicago. To make the buildings harmonize, he established a basic unit of measurement which would determine the proportions and placement of every structure on the campus. Today 18 buildings, related in proportion but varied in size, external appearance and

internal arrangements, are completed (two are shown at right). Like his apartments (below) and office buildings, they demonstrate Mies's genius for achieving flexibility within orderliness. They also reveal a clear beauty, particular to Mies's architecture, which he attributes mainly to logic. "Alone," he says, "logic will not make beauty inevitable. But with logic, a building shines."

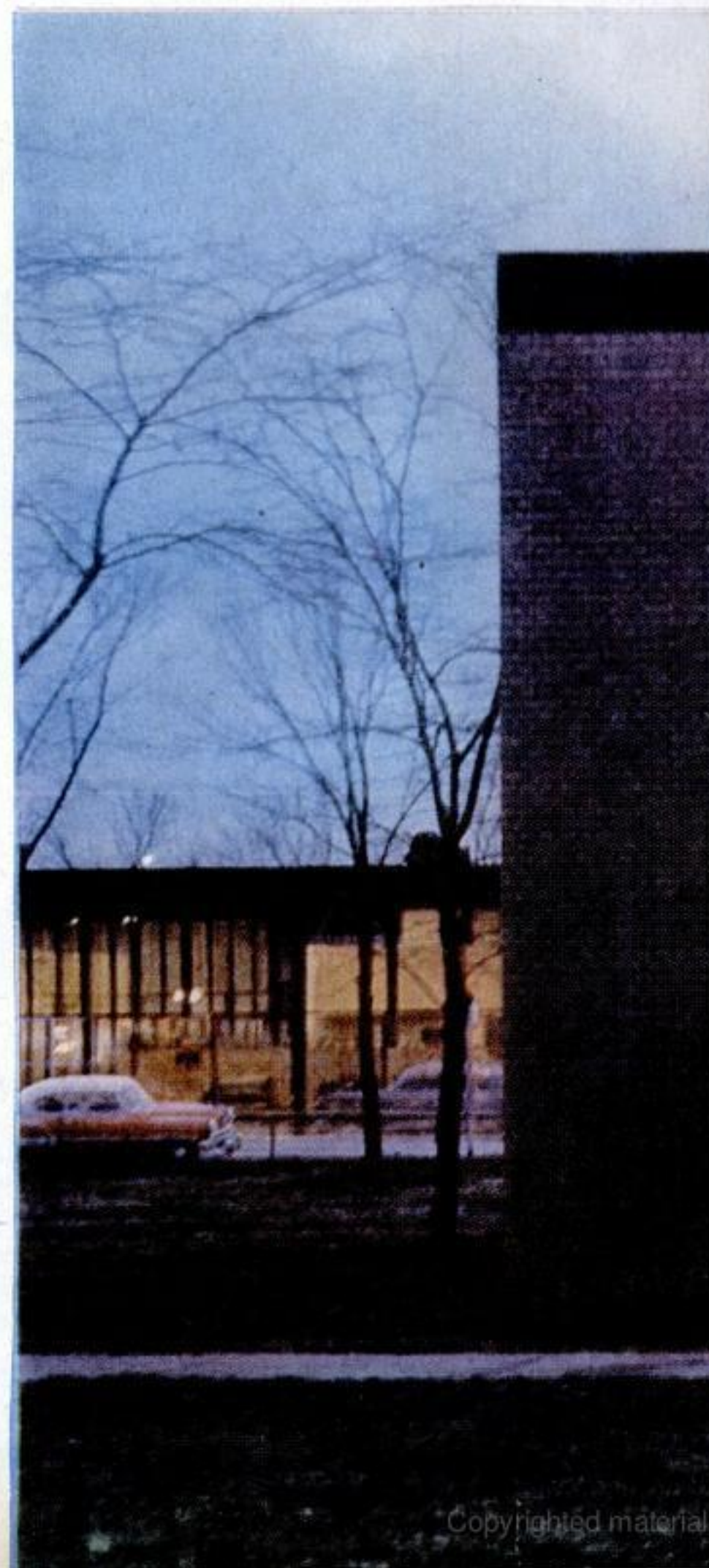


**ROOM REFLECTIONS** mirrored in glass wall of an apartment in Lake Shore Drive building (shown on

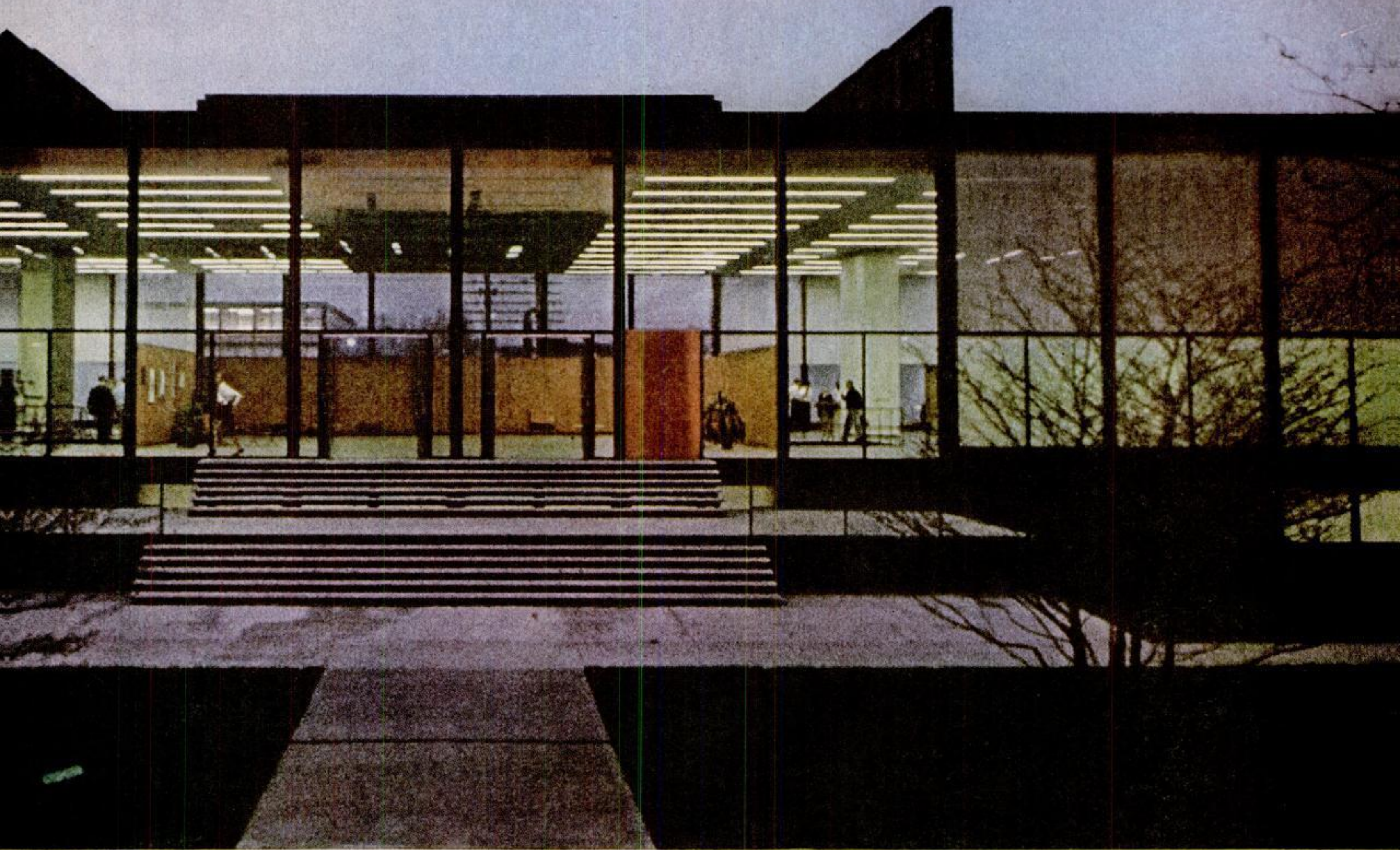
preceding pages) merge like a mirage with outside view of companion building and the lights of traffic.



**SHINING SPACIOUSNESS** was achieved by Mies in Illinois Tech's Crown Hall (above), a 220-foot-long, glass-enclosed building which is in fact one



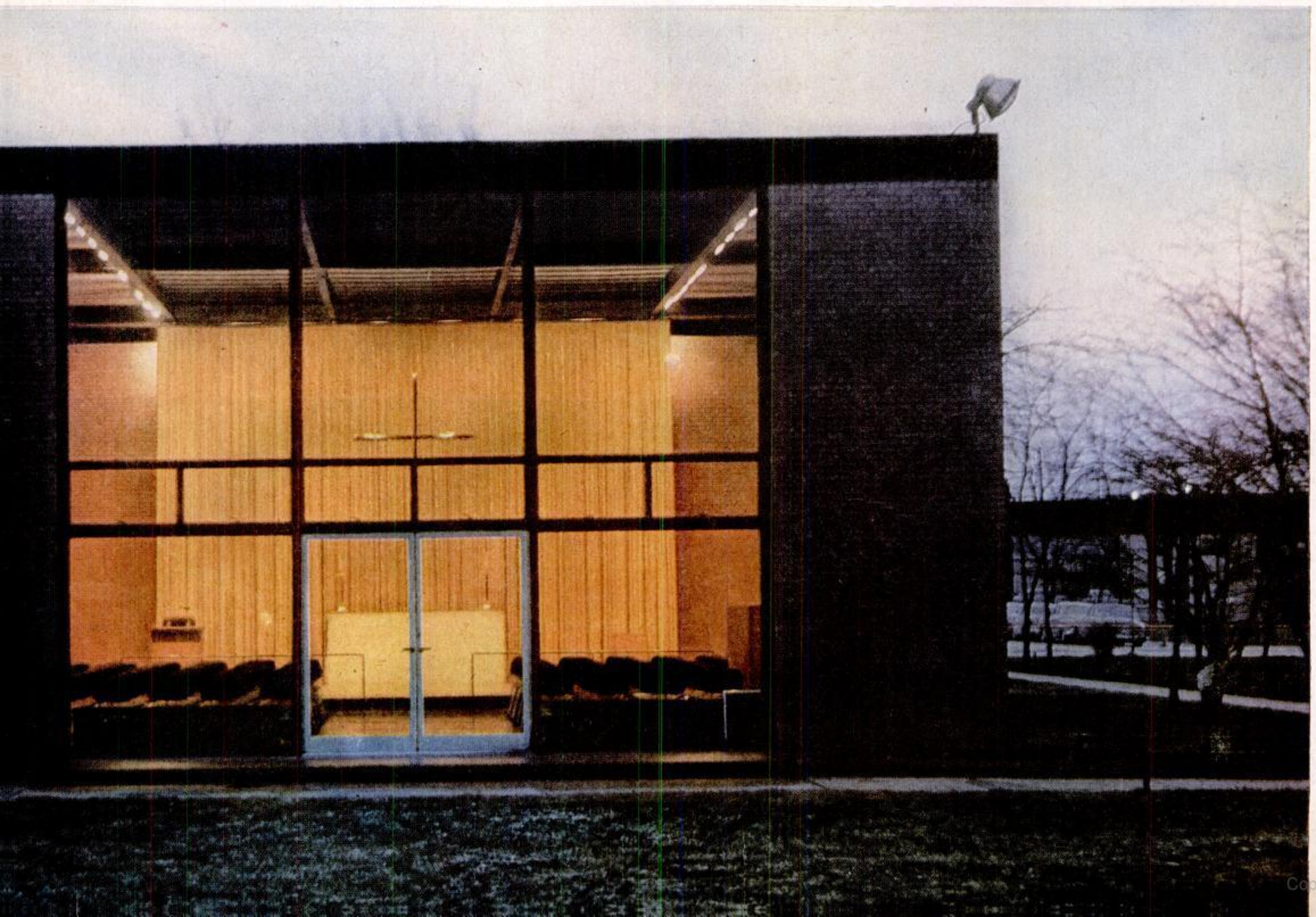




gigantic room. Its ceiling and walls are suspended from four exterior girders (two can be seen above), eliminating need for interior supporting columns.

**SPIRITUAL SIMPLICITY** was Mies's aim in designing the Illinois Tech chapel (*below*). Maintaining the basic campus pattern, he insisted on flat-roofed

rectangle but provided brick walls to give the chapel a sense of privacy and solitude. Steel mullions of the facade echo shape of the cross above the altar.





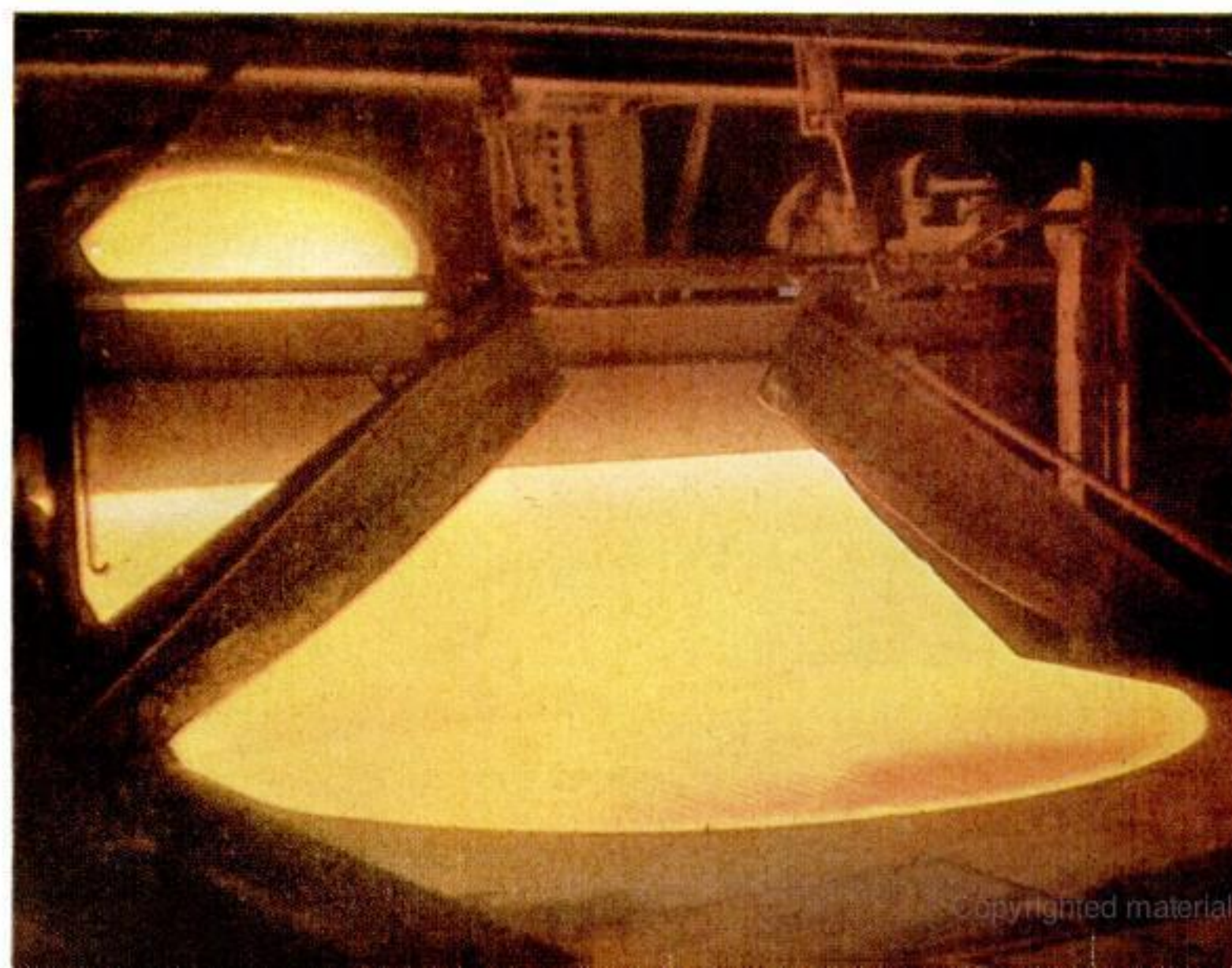


**BURNISHED BEAMS** of bronze (*above*) are stacked up in sheeny symmetry, ready to be shipped from the Chicago Extruded Metals Co. to Seagram's New York building. These I-beams, or mullions, will eventually turn uniform dark tone.

**GLOWING GLASS** (*below*) for Seagram's is poured out like a giant pancake onto casting tables at the Franklin Glass factory in Butler, Pa. When cool, the glass will have a grayish-pink tint to make it harmonize with the bronze mullions.

## 'We just solve problems'

The demands of Mies's advanced designs have pushed U.S. industry to keep pace technologically. To achieve a lighter, more waterproof "skin" to cover the "bones" of his buildings' steel skeletons, the aluminum industry was forced to fabricate aluminum beams long, straight and strong enough to hold and brace the expanses of glass. To cut down sky glare, a manufacturer was goaded into developing subtly tinted glass for Mies's transparent walls. To accommodate Mies's desire to use bronze for the skin of the Seagram building in New York, a metal company produced a chemically weathered alloy. These innovations are accepted matter-of-factly by Mies. "In our work," he says, "we don't have a grand idea, a dream, and then try to glue it together . . . We just solve problems."







**MIES'S MANHATTAN TOWER**, the 38-story Seagram building under construction on Park Avenue, is flanked by elevator shafts for lifting building materials to top. In rare switch for Mies, indented area at left has marble walls, not glass.



**TESTING A FOUNTAIN** in a laboratory at Massachusetts Institute of Technology, Mies and his Seagram associate, Architect Philip Johnson (*second from left*), who planned fountain, decide to use two of them to decorate Seagram plaza.



**PLANNING NEW PROJECT** to remake Battery Park, Mies discusses model with Herbert Greenwald. A real estate developer, Greenwald gave Mies his first Chicago apartments commission, now devotes himself to promoting Mies projects.

## 'We build for a purpose'

In New York City, Mies's influence was evident—most notably in the glass-walled Lever House—long before Mies himself arrived. Now his own skyscraper, the Seagram building, is rising across the way from Lever House. A \$30-million structure, it appears to be initiating a Mies era for New York. This month he will be awarded a commission to transform Battery Park area, at the lower tip of Manhattan, into a new housing and shopping center. In his plan, as in Mies's designs for the Illinois Institute of Technology, the buildings are conceived as basic geometric shapes (*right*) in order to allow for flexible arrangements inside. "Romanticists don't like my buildings. They say they are cold and rigid. But," explains Mies, "we do not build for fun. We build for a purpose."

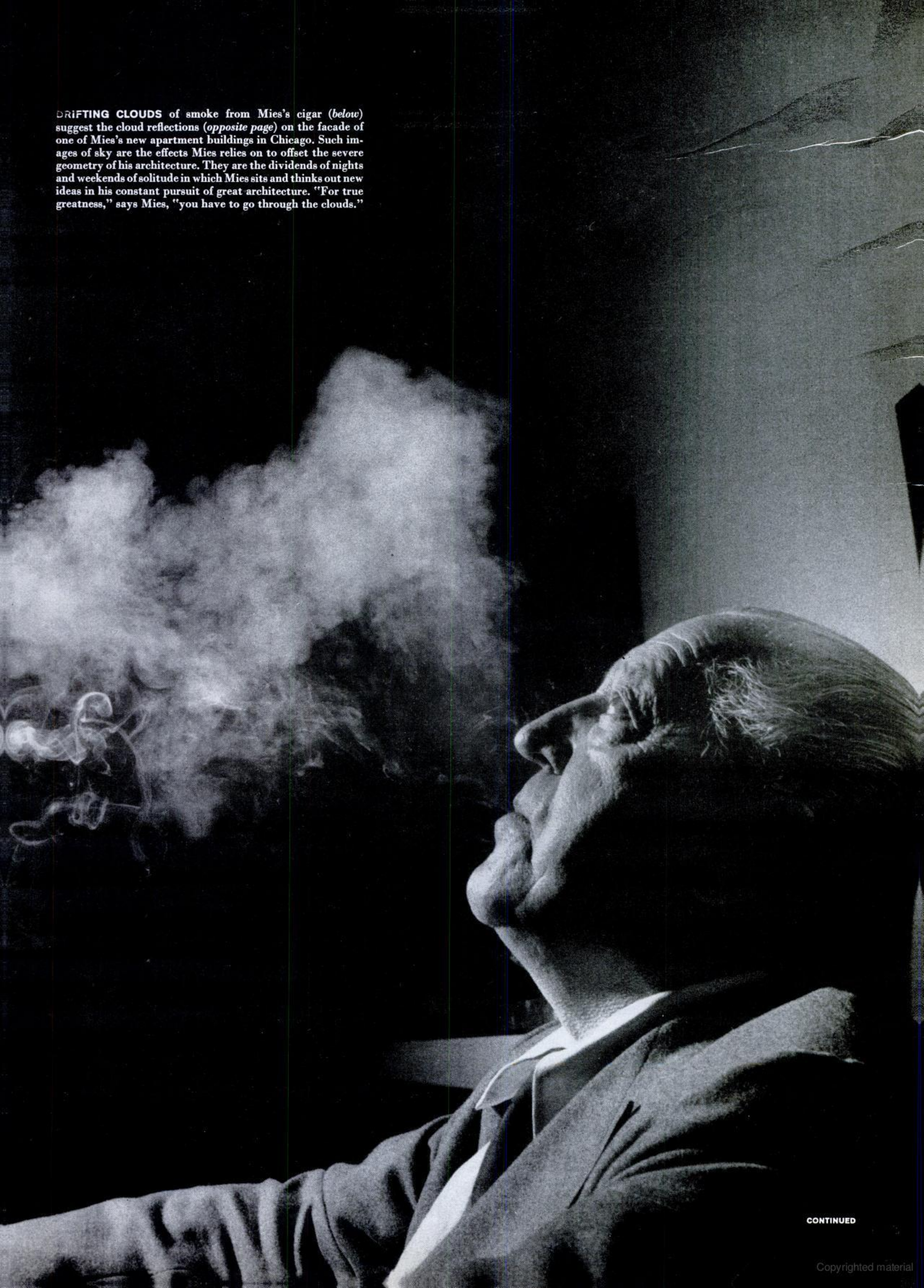


MIES VAN DER ROHE CONTINUED





**DRIFTING CLOUDS** of smoke from Mies's cigar (*below*) suggest the cloud reflections (*opposite page*) on the facade of one of Mies's new apartment buildings in Chicago. Such images of sky are the effects Mies relies on to offset the severe geometry of his architecture. They are the dividends of nights and weekends of solitude in which Mies sits and thinks out new ideas in his constant pursuit of great architecture. "For true greatness," says Mies, "you have to go through the clouds."



CONTINUED



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## MIES VAN DER ROHE CONTINUED



**WITH HIS STUDENTS** at Illinois Tech, Mies discusses some problems that have come up in their individual projects. While emphasizing fundamental principles of architecture, he reminds them that "God is in the details."

## *Busy and solitary life*

Mies began his career at 15 as an architect's apprentice in his home town of Aachen, Germany. But his training had actually begun much earlier. A stonemason's son, he spent many childhood hours wandering through Aachen's Ninth Century Chapel of Charlemagne, counting its stones and tracing its joints. In 1909, at 23, he went to work as a designer for a Berlin architect and became aware of the startling new structures which modern technology could make possible.



**CHAIR** by Mies originated tubular cantilevered form.

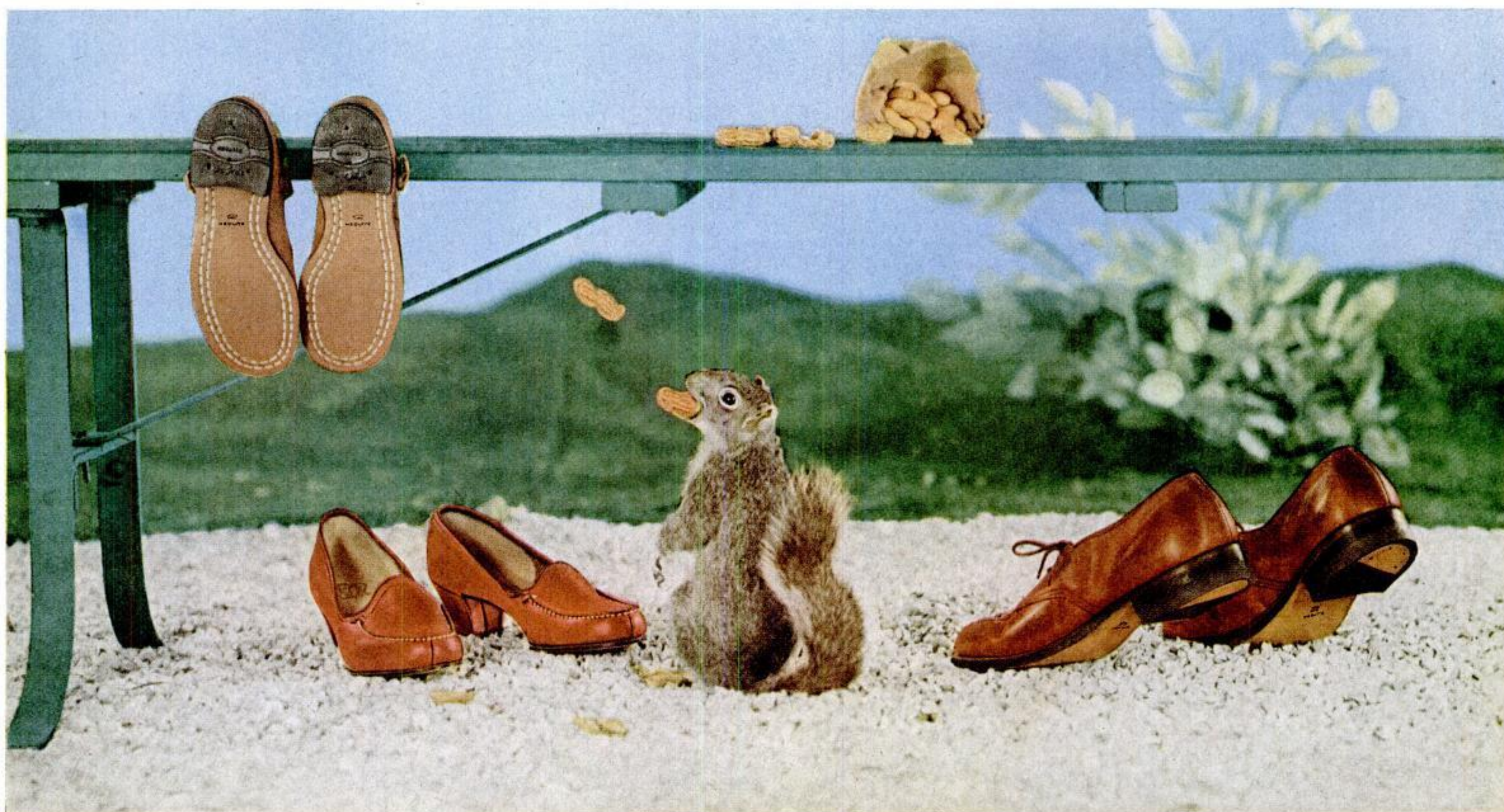
After four years in the German army during World War I, Mies emerged to produce the first of his revolutionary designs, plans for glass-walled skyscrapers with sharply rectangular, unadorned contours. These designs incorporated his basic creed—"less is more"—the principle that the simplest means achieve the greatest effects. In 1937 Mies came to the U.S. on a commission to build a private house. Soon after, he set up a small architectural office in Chicago where he has remained ever since, dividing his time between his building projects and his teaching duties as head of the architecture department at Illinois Tech. A widower, Mies lives a solitary, unpretentious life. Until his recent flurry of architectural commissions, a major part of his income has flowed in from two simple chairs which he designed in the 1920s—one of them (*inset, left*) the tubular metal chair whose counterparts are seen everywhere. His favorite pastime is reading books about philosophy and science "to find out what really is essential" in our time. "For," says Mies of his work, "we are not trying to please people. We are driving to the essence of things."



**WITH HIS BOOKS** and cigars on conventional sofa, Mies reads and puffs through the night. He lives alone in a sparsely furnished apartment whose walls are bright with paintings by his favorite artist, the Swiss modern, Klee.



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**SCHUSSING** down a slope in Aspen, Sailer easily rides bump. Bigger (5 ft. 11 in., 180 pounds) than most racers, he maintains unusual balance with an upright stance.

**CLOWNING** with girls in the training room after winning the downhill race, Sailer lets U.S. skiers Noni Foley (left) and Gladys (Skeeter) Werner feel his leg muscles.

# King of the Mountain

America's competitive skiers, who had been gradually catching up to Europeans, are finding themselves trailing badly in the wake of a young visitor from Austria. Toni Sailer came to Aspen Colo. and, showing the technique and balance that won three gold medals in the last Olympics, dominated the Roch Cup and U.S. National championship races.

Ineligible for the U.S. title because he is a foreigner, Sailer demonstrated for Americans

his command of the modern Austrian style, which emphasizes hip and leg movement rather than the classic shoulder roll. Even more impressive is his knack for picking the swiftest downhill course. "After skiing a strange slope I'm more tired in my head than in my legs," he says. While his effortless-looking swoops down mountain slopes were drawing skiers' admiration, Sailer's movie-hero appearance was drawing equal admiration from the girls at Aspen.

CONTINUED







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**SAILER** CONTINUED



**SKIPPING ROPE BAREFOOT** at Aspen Health Center, Sailer laughs his way through workout. In winter he exercises for only few minutes each day.



**LUNCHING WITH ADMIRER**, Toni sits on sundeck and listens to Skeeter Werner. He speaks little English, uses hands to talk shop with other skiers.

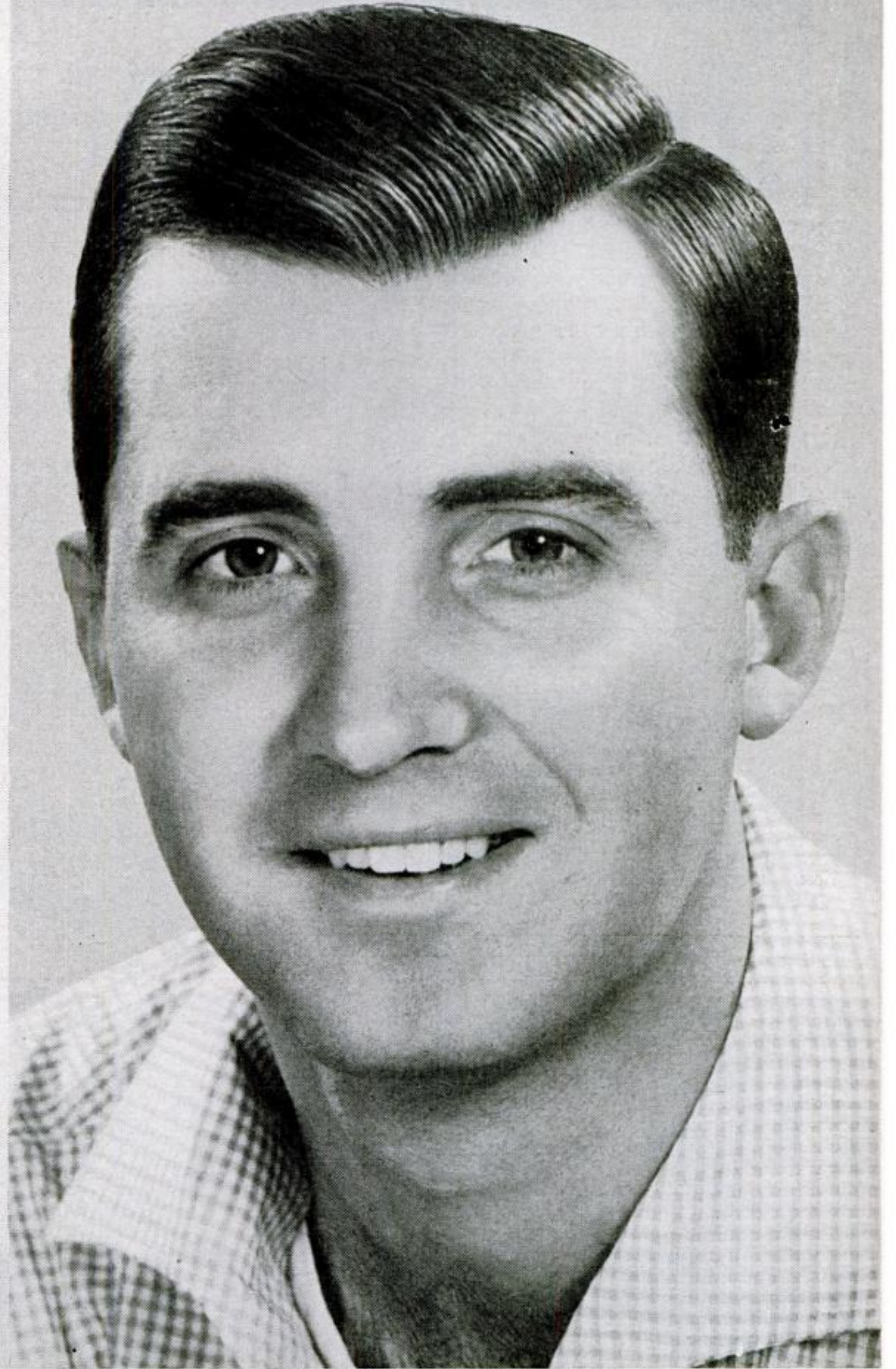
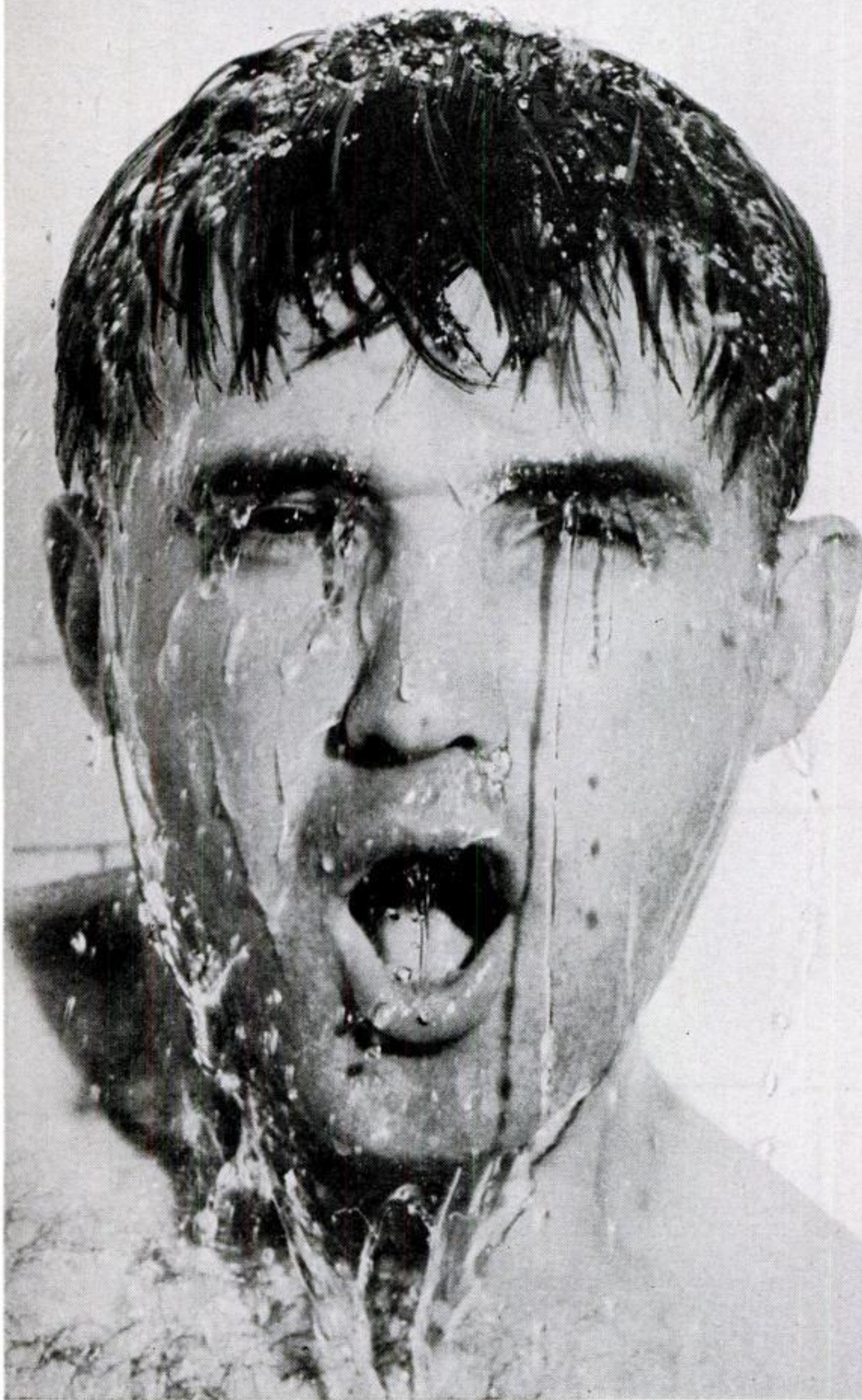


**SHOOTING AT LOG**, Toni takes target practice on Red Mountain, Colo. To avoid social demands during stay in Aspen, he goes out alone to hunt rabbits.

CONTINUED



Billy Pierce took a shower... ..then he used Vitalis



Pitcher Billy Pierce rarely goes to the shower before the game ends. Last year he was a leader in pitching complete games.

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INTRACEL is based on an entirely new principle in drug chemistry: the effective pain-killing ingredients it contains penetrate *safely* through the skin and deep into the muscle tissues to bring you relief where it hurts. Previously, the only way such medications could be so administered

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So next time you're tormented by common muscular aches and pains, don't "dope" yourself with aspirin. Don't rub on a greasy salve or liniment containing such ingredients as mustard oil, turpentine, red pepper or other skin irritants in the hope of "burning out" your pain. Just apply INTRACEL. Feel its soothing coolness! Watch it go into the skin! Sniff its pleasant fragrance! And in *minutes* INTRACEL has *put the pain to sleep* . . . or your druggist will return your money.

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SAILER CONTINUED



**SLALOM STYLE** of Sailer is shown in this sequence of four-gate flush in U.S. championship. At top, he leads through gate with his shoulder, then, keeping tight to straight "fall" line, he barely shaves next flag. Straightening upper body, he edges his skis through final gate (*right and below*).





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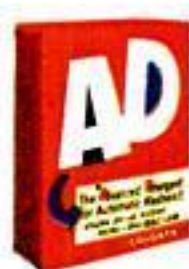
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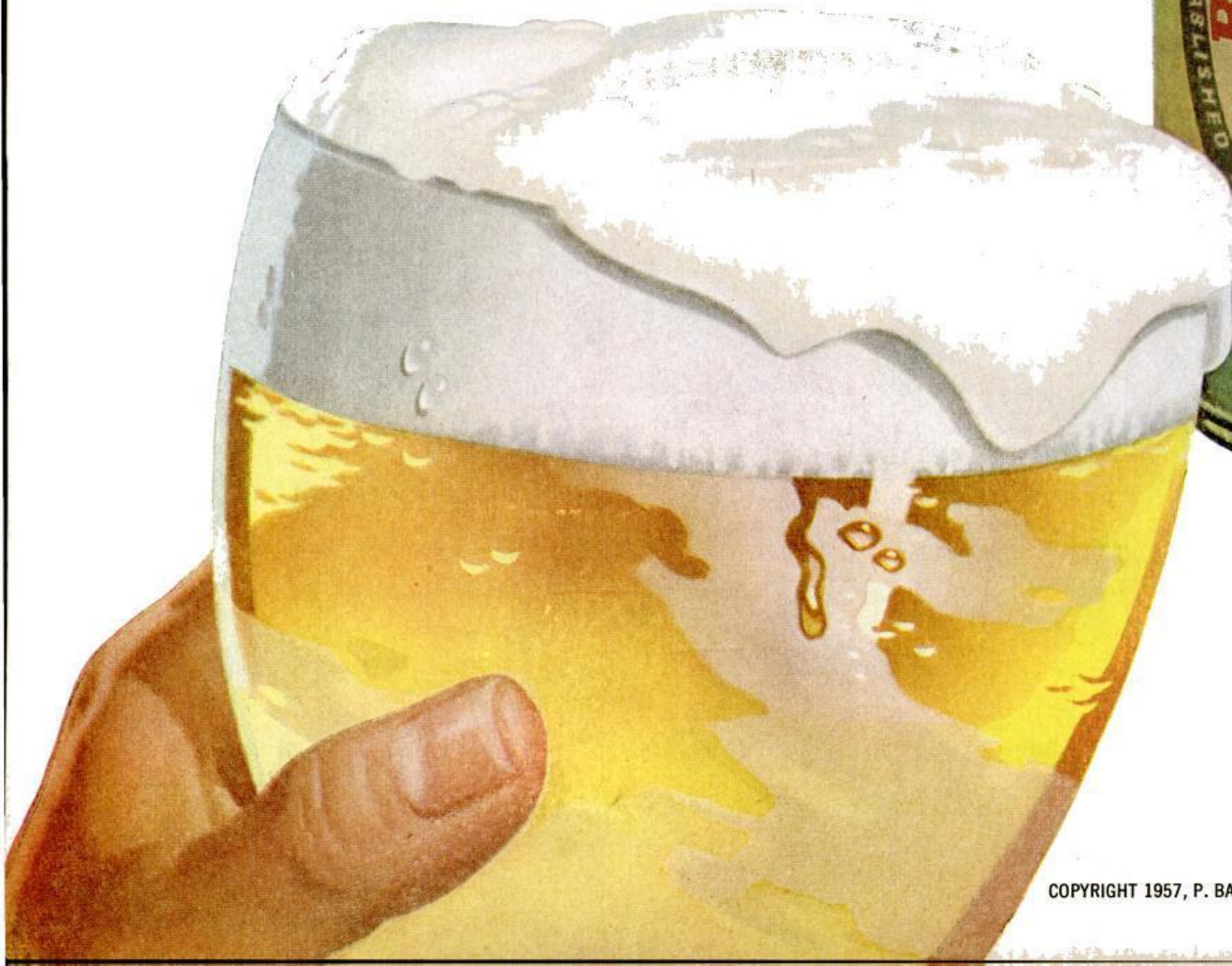
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"Brewer's Gold" is a rare, choice hops. Brewmasters themselves gave it that name. Its precious, delicate flavor is impossible to capture with generally-used brewing methods.

And Ballantine is the only leading brewer to use its famous true-ale recipe—with these extra-special,

"Brewer's Gold" hops. The result is unforgettable taste, a rich and flavorful excellence accompanied by modern lightness. Join the modern trend to genuine goodness in food and drink. They're all asking for ale—Ballantine Ale—the 4 to 1 favorite. Do you?



It's the





America is returning to the genuine—in foods, fashions and tastes. Today's trend to Ballantine light Ale fits right into this modern picture. In all the world, no other beverage brewed has such extra excellence brewed into it. And "Brewer's Gold" is one big reason for Ballantine Ale's deep, rich, genuine flavor.

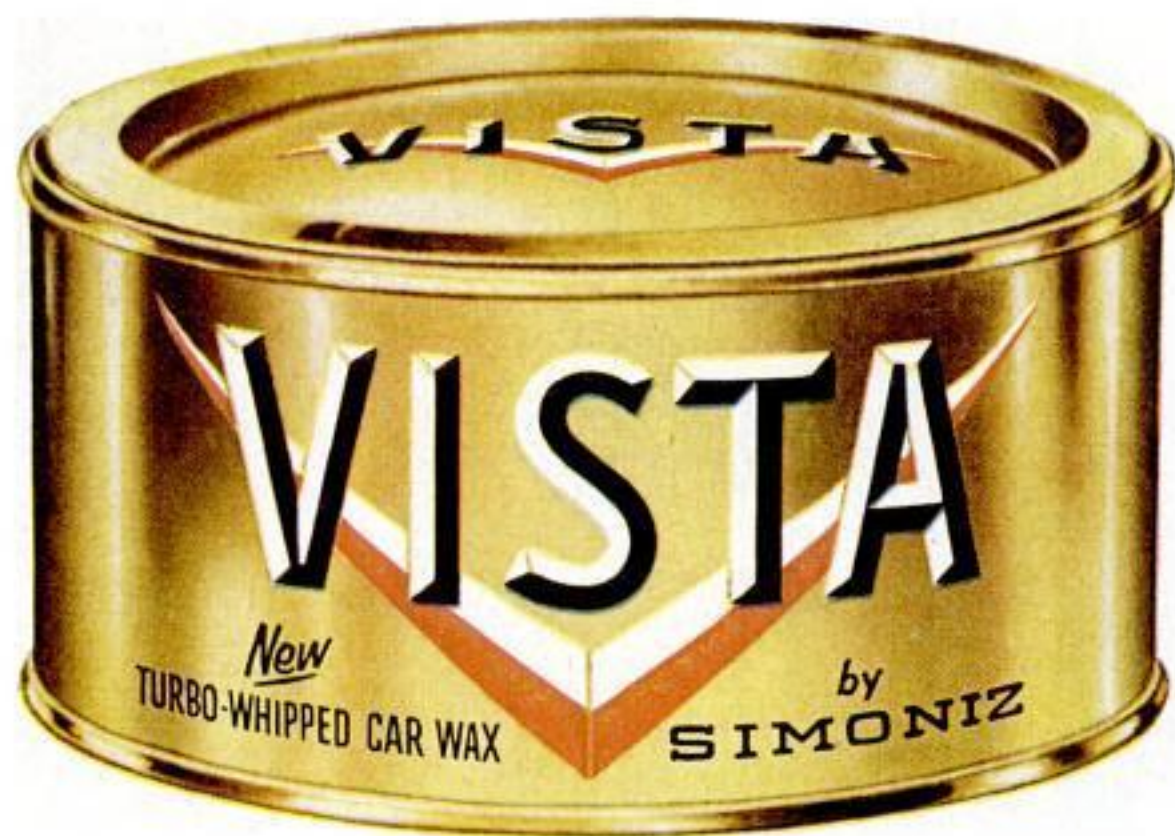
rend, friend!

They all ask for ale

**Ballantine** LIGHT **Ale!**

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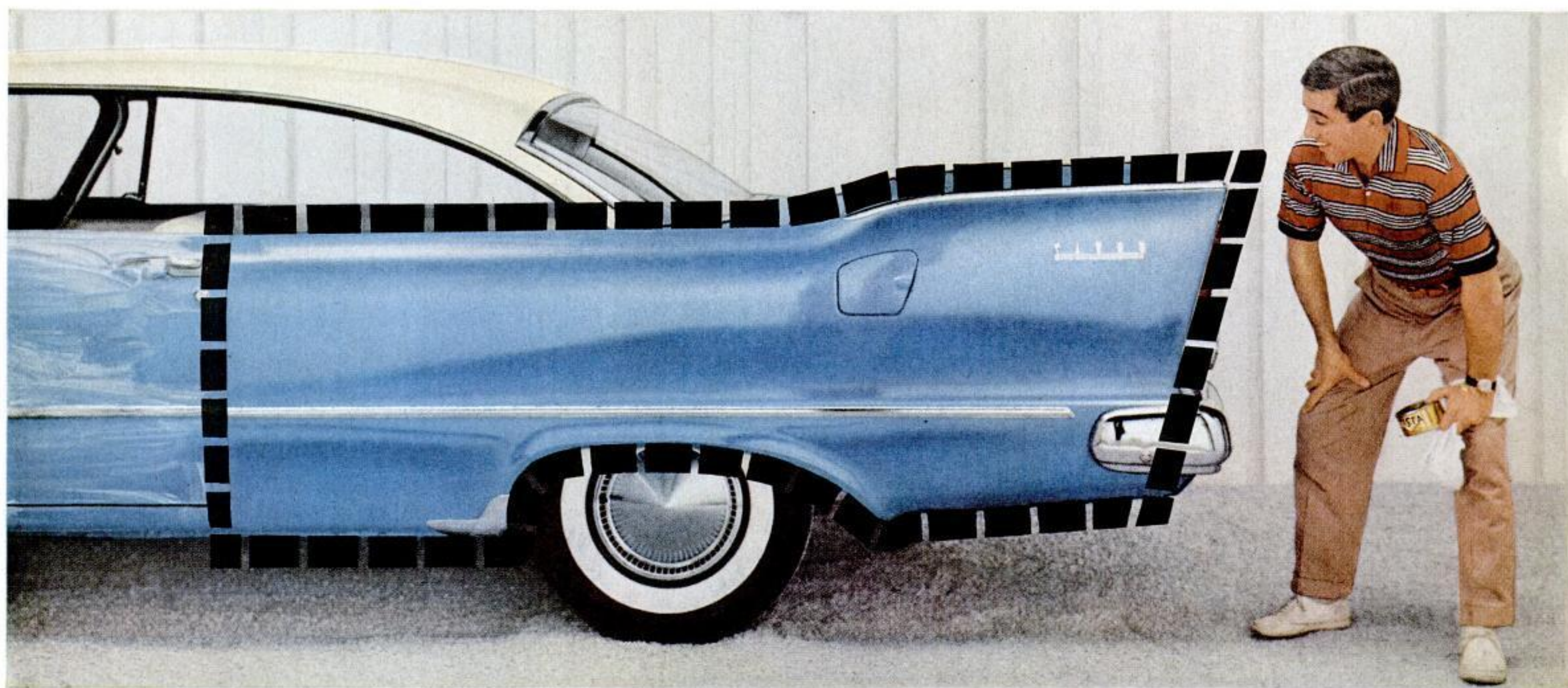
# new!



all-in-one car  
wax and cleaner by Simoniz  
...gives hard **paste wax**  
lustre and durability...yet  
cleans and shines with ease  
and speed never possible  
before!

**reason: VISTA IS TURBO-WHIPPED**

VISTA is tough paste wax, plus cleaner, *turbo-whipped* together. This exclusive mixing process by Simoniz whips hard wax into soft particles... makes it possible to clean and wax in one easy application. Designed for today's gay car colors, turbo-whipped VISTA is ideal for *all* car finishes. Try it!



rear fender, '57 Plymouth, cleaned and waxed. **VISTA TIME: 4 MINUTES. DURATION: UP TO 6 MONTHS.**





THE LORD MAYOR jokes with old friends at a Fianna Fail club annual dinner in Dublin.

## Dublin's Jewish Mayor

OLD REVOLUTIONARY USES BLARNEY IN HIS BUSINESS

*"In the early days we held a meeting down in the kingdom of Kerry. The boys went in to Mass while I fixed the car. One lad came up and said, 'All right, get on in with you to Mass.' 'But I don't take Mass,' I said. 'Well, you're takin' it today,' he said. So I said, 'Maybe there's something I ought to explain.' 'Look,' he said, 'we have enough trouble tryin' to explain Fianna Fail without havin' to explain you.'"*

Two parties later, at 2:45 a.m., he sits on bed awaiting phone call from Cleveland.

*"I don't know anyone in Cleveland but I'll wait. I suppose it's to do with the trip. This time of night I seem to feel a bit tired in the legs, but I'll be 63 this year and I'm as fit as Eisenhower—though I haven't been so certified."*



TO any visitor in his Dublin office who refuses a drink, Lord Mayor Robert Briscoe may ask, "How is the wife? Fine, is she? Well now, she'd be annoyed, would she not, if she thought you weren't having a drink when you were offered one?" At 62, Bob Briscoe is a master Irish politician of the blarney school. He was once captain in the revolutionary Irish Republican Army, was an I.R.A. gunrunner from Germany and a secret I.R.A. emissary to the U.S., cofounder of Eamon de Valera's Fianna Fail party. He has been for 30 uninterrupted years a member of the Irish parliament (Dail). He is also—and this is what makes him an international celebrity—an Orthodox Jew, one of about 6,000 in a country that is 95% Roman Catholic.

The Lord Mayor, a kindly, energetic man with a face as expressive and craggy as Spencer Tracy's, loves to cite his success as a Jew as a boost for Ireland: "Not once in my entire career have I ever been attacked because of my religion, and I've been in some rough, street-corner fights. At least in this Catholic



## DUBLIN MAYOR CONTINUED

Ireland a man of any faith can have the goodwill of his colleagues if he deserves it." According to his friends, Briscoe deserves it. "Make no mistake," says one old comrade of the '20s, "Bob is not Lord Mayor of Dublin because he is an oddity but because of what he has done for the country."

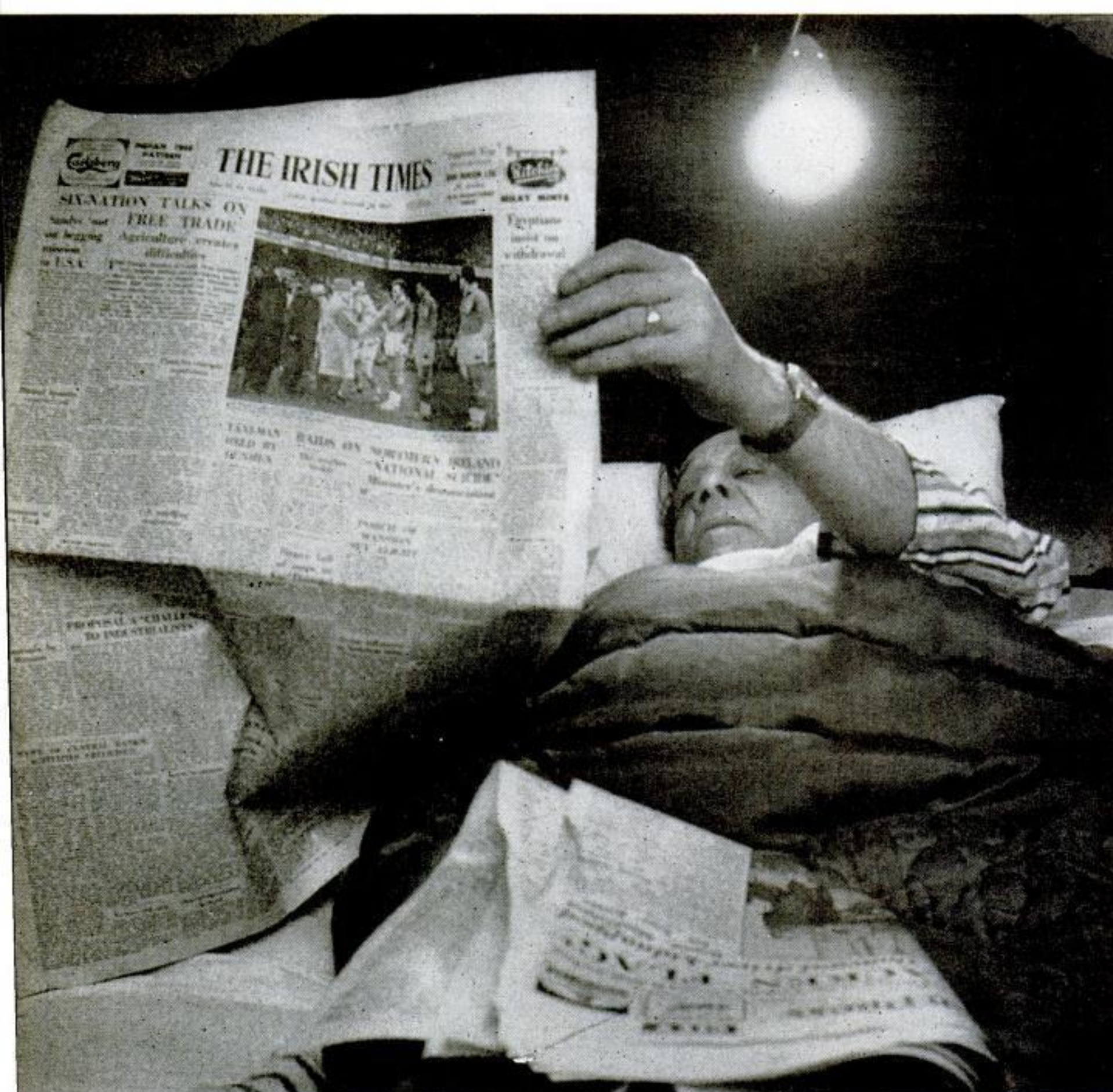
Robert Briscoe and his wife Lillian are Dublin-born but not Dubliners ("The real Dubliners' parents have to be born here," he says. "Now, our seven children are a rare breed—real Dubliners. They are a forthright people, the Dubliners, quick to change from seriousness to wit. I would say their attitude of mind is most clearly defined by James Joyce.") Briscoe, who is of Lithuanian descent, was educated by the Christian Brothers and at St. Andrews (Protestant) College. Before he left to study engineering in Germany he had joined the Fianna Eireann, the junior arm of the I.R.A. He worked for a while in New Jersey to save money for a business in Ireland—he is now partner in a textile firm and a kosher meat firm. He returned to the U.S. in 1923 and, with Irish-American friends in the underground, seized the Irish consulate in New York. A police riot squad threw him out.

This week Bob Briscoe comes back to America again to review St. Patrick's Day parades in New York and Boston, to meet old friends and to lecture on Ireland, Israel and tolerance from Miami to Toronto to California, sponsored by everyone from the United Jewish Appeal to the Ancient Order of Hibernians. "I've over 2,000 invitations," says Briscoe, who normally attends up to five Dublin functions in a single night, "and if I ever accepted them all I'd be in America for two years and if I stayed that long there'd not be much reason for me to be coming back at all."



UNDER ancient lamps of his Mansion House desk, Lord Mayor Briscoe personally opens his morning post, much of it from Irish-Americans.

"It has a good deal of variety. Here's one from America wanting lots of things including a Dublin telephone directory, which we're going to send him. I'd be willing to bet you wouldn't see Mayor Bob Wagner opening his own post in New York."



AT 8:30 a.m. after his normal six hours' sleep, Briscoe reads Dublin newspapers after breakfast in bed.

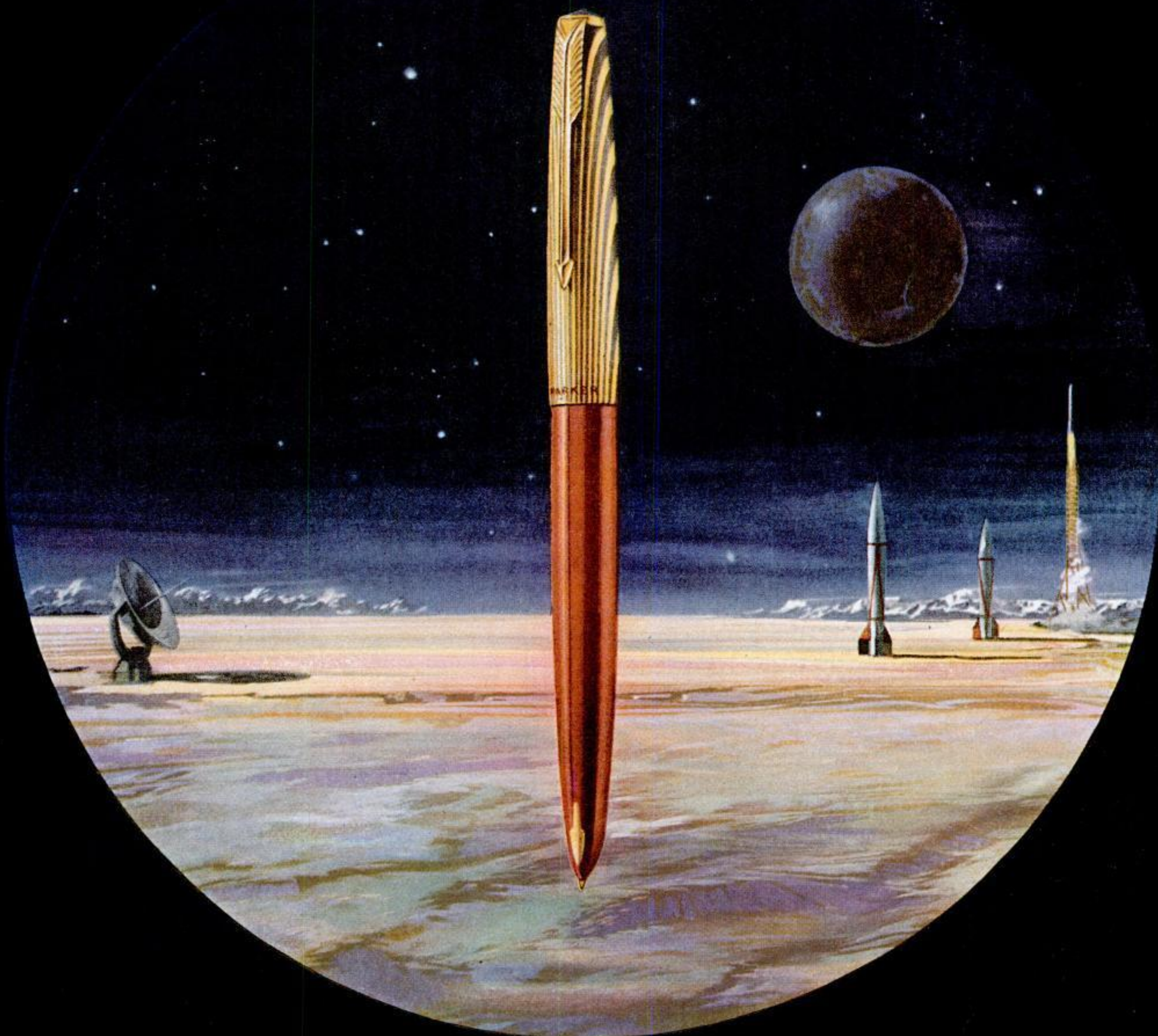
"Having a quiet moment in bed in the morning gives me a chance to think about the day ahead before it begins. It is my one real luxury and it's the only thing that never changes—two eggs, two pieces of bread, two cups of tea, then the post and the newspapers."

IN Winetavern Street, Briscoe asks Dublin policeman which door to Christ Church Cathedral he should use for a ceremony.

"We've a fine force in Ireland—the Garda Síochána or Civil Guard—but I think they're inadequately paid. Still, the Lord Mayor's salary is only £2,500 [\$7,000]—and I figure 12 months of the mayoralty will cost me about £6,000 for the routine expenses of the office."







Unlike any pen in this world...or any other!

Dramatically new...

the only fountain pen that fills itself  
by itself...it has no moving parts!

*Parker 61*

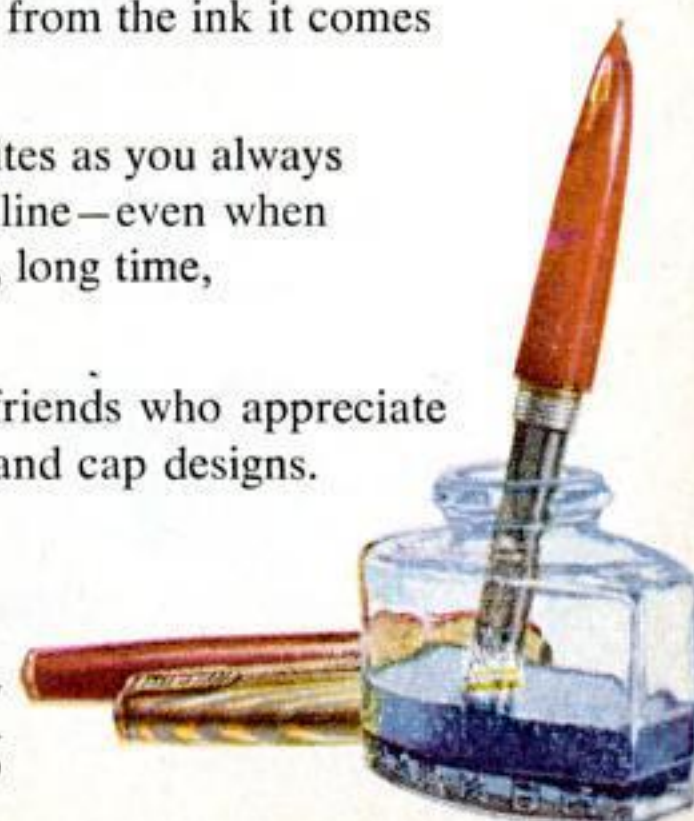
Newness is the very essence of the dramatic Parker 61, the first really different pen in years. It is new in principle — fresh in appearance — unique in performance.

Most remarkably, the Parker 61 fills itself by itself—in just 10 seconds. And it is filled from the end of the pen opposite the point. There is no moving part at all—the filling is done by capillary action alone. Unusual, too, is the fact that when you lift this pen from the ink it comes out dry — no wiping is needed.

With its new capillary ink system the Parker 61 writes as you always hoped a pen would—a clean, clear, uninterrupted line—even when it's upside down or high in the sky. It writes a long, long time, too, for its ink capacity is oversize.

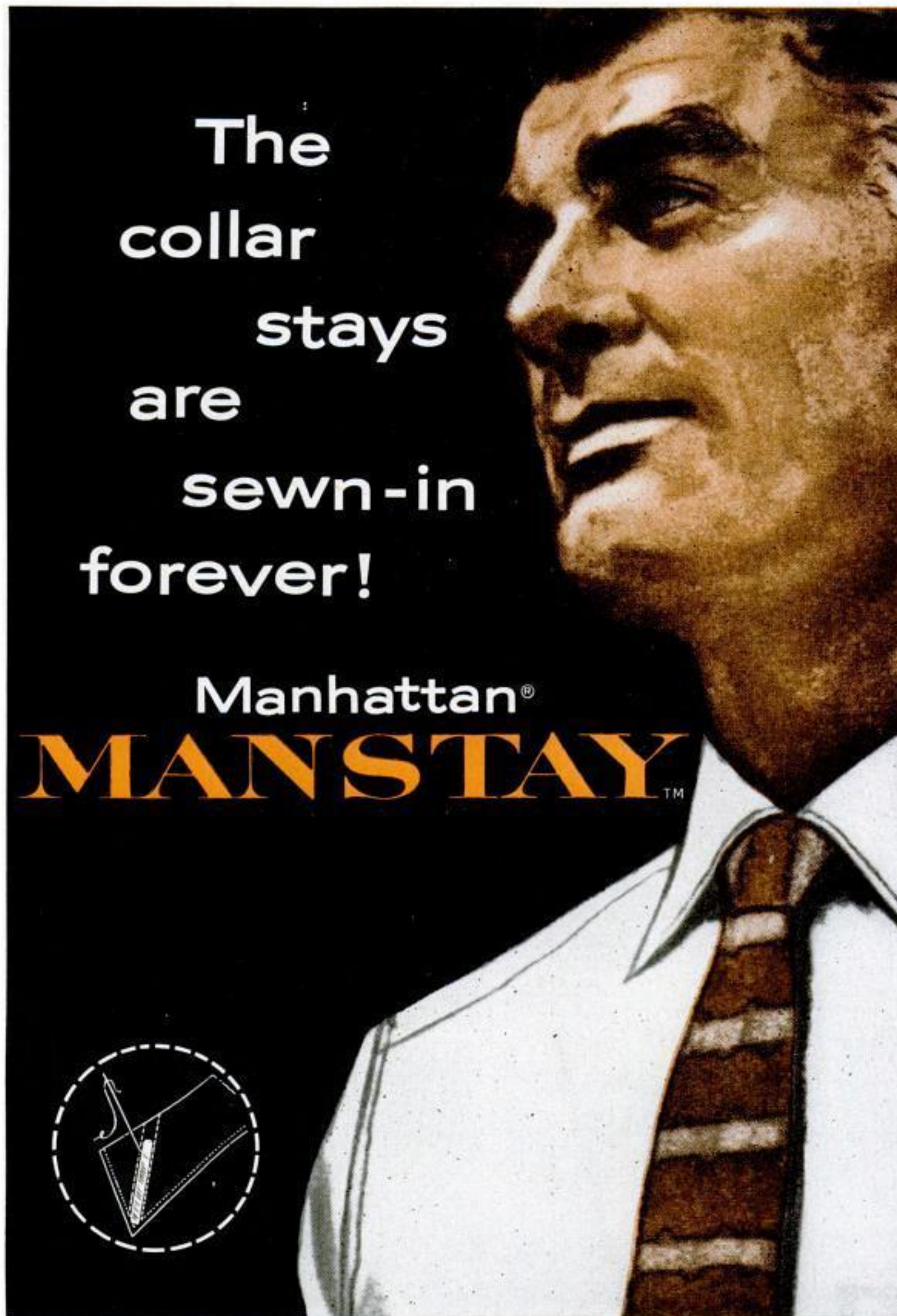
The Parker 61 is the distinguished gift for those friends who appreciate the new, the unusual. Choice of distinctive colors and cap designs. The Parker 61 is \$20.00 or more.

The shining point of the Parker 61 is never dipped in ink — only the opposite end of the pen. And it comes out of the bottle dry. You do nothing, just let the pen absorb ink for 10 seconds. No pumping, squeezing, twisting at all.



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No stays to lose! No collar curl!**

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\*patented ENDSOWN construction



Illustrated: *Manstay Blake*™, a fine broadcloth shirt with a medium spread, short point collar. \$5

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WITH the Lady Mayoress beside him, Robert Briscoe applauds the home team during Ireland-France Rugby match. Ireland won, giving them a chance at the international title.

*"I like rugger and used to play it myself. Athletics come in handy for a politician. I'm trying to settle the border problem by arranging a golf match between the cities of Dublin and Belfast. I'm taking a big risk because it might turn out to be a good match and then again it might be a civil war."*



WEARING the 260-year-old Great Chain of the City of Dublin and the head-covering yarmulke of the Orthodox Jew, Briscoe, who attends a suburban synagogue, hands out prize for Hebrew language proficiency at Dublin Zion Schools' ceremony.

*"I didn't have a chance to go to a fine school like this. But apart from my own personal feelings I must have regard without exception to the religious beliefs of all Dubliners. I believe in the absolute freedom of conscience of them all."*





# THE COFFEE HUNGER OF MAN

How and where it all began

by Roger Purdon

OF ALL the foods and beverages consumed by man, none is more wholeheartedly hungered for—nor at times more difficult to obtain—than a good, satisfying cup of coffee.

No one knows how many faltering marriages have been held together, or how many restaurants have been kept in business—all because they were constant providers of a good cup of coffee. But the numbers must be astronomical.

It's worth noting that in sixteenth century Constantinople, a wife could divorce her husband for failure to supply her with coffee. He, in turn, could beat her into insensibility if she but spoiled a drop of it.

The high and the mighty had their hunger for coffee, too. Napoleon demanded at least seven pots daily, calling it the "intellectual's drink." Bach felt its inspiring twinges so keenly that he composed a special "Coffee Cantata."

William Harvey, the famous English physician who discovered the circulation of blood, so highly prized his 56-pound hoard of coffee beans, that in his deathbed will in 1657, he bequeathed them to the London College of Physicians on the following terms: That his colleagues should assemble once a month and commemorate the day of his death by drinking coffee so long as his bequest should last.

Harvey described coffee as "this little fruit which is the source of happiness and wit." And what made

this sober medical scientist wax so lyrical about the beverage he loved?

Above and beyond the mild caffeine stimulation present in coffee, there is a unique extra something in its piquant flavor and aroma that works a subtle magic on the average man.

Its effect is *psychological* as well as physiological. It brings to him a sense of comfort and well-being. It strengthens and cheers him.

If he toils with his hands, the five minute coffee break gives his muscles renewed vigor. If he's a "thinker," a few long, thoughtful sips of coffee seem magically to clear the cobwebs from his weary brain.

In the morning, he is hungry for that bracing cup to help shake off the last drowsy traces of his slumber. At night, however, he sips his after-dinner coffee as a pleasant aid to relaxation. In the winter, he hungrily downs a steaming cup to gain its warmth. Yet in summer, if he's wise to the ways of the tropics, he again drinks *hot* coffee as a relief against summer's enervating heat. Coffee—the great indispensable—is all things to all people.

The first discoverers of the coffee bean were either Arabian shepherds or monks around 500 A. D. who enjoyed their coffee *au naturel* by chewing the bean itself.

Coffee reached Europe about a thousand years later. It was carried into Italy in 1615 by Venetian traders, and into Vienna shortly afterwards by

invading Turks. When these coffee-hungry conquerors subsequently fled, large stores of their beans became the booty of a local hero named Franz George Kolschitsky, who soon found himself the proprietor of the first Viennese coffee house.

To the north, the thrifty Hollanders had already begun a world-wide trade in coffee from their own colonies in Java.

In 1714, they presented a seedling from one of their Java trees to Louis the Fourteenth who ordered it planted in the Jardin des Plantes in Paris.

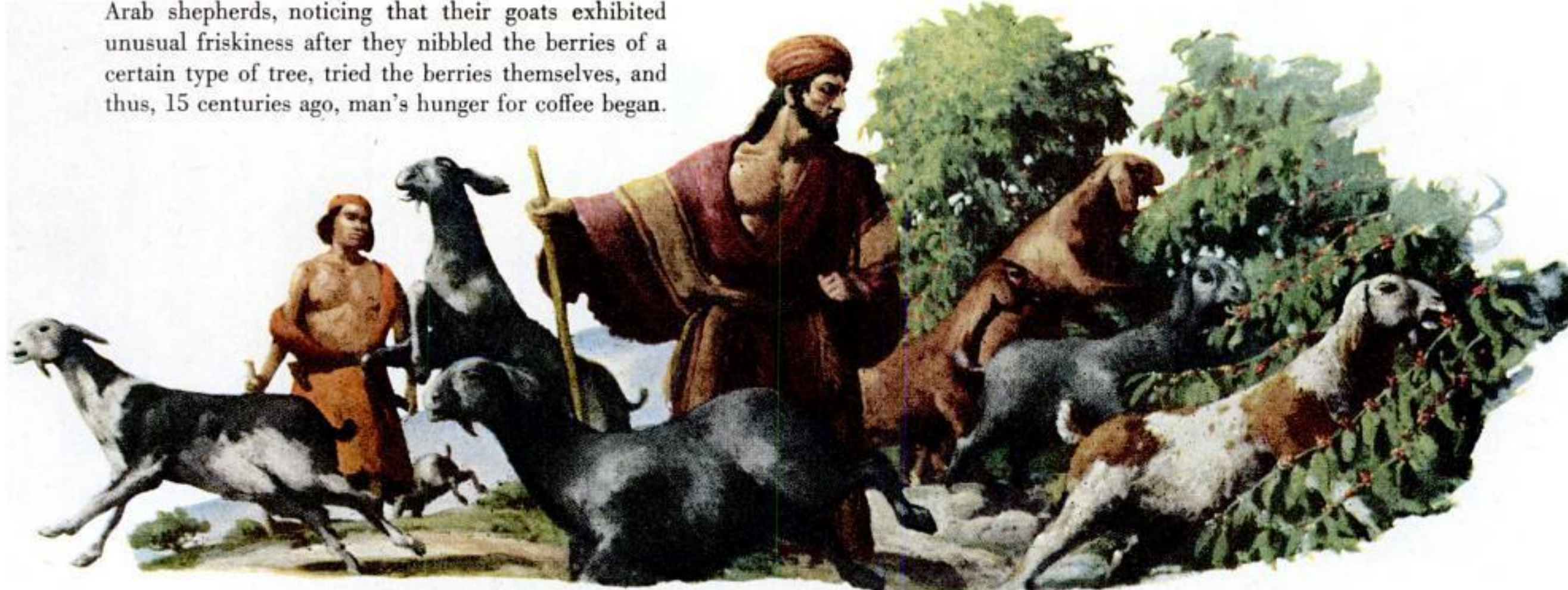
Eight years later, Captain Gabriel de Clieux carried a seedling from this now matured tree to Martinique, where it became the forefather of all New World coffee plants, spreading its seedlings throughout the West Indies and the Guiana colonies.

In 1728, Brazil was without a single coffee tree, the plant being jealously confined to French and Dutch Guiana. However, in a patriotically inspired romantic escapade, Juan de Palheta, the Governor of Brazil, secured an illicit coffee seedling in a bouquet from the wife of the governor of French Guiana.

Thus began the industry which inspired the popular song, "There's an awful lot of coffee in Brazil." To satisfy his coffee hunger, man has travelled to the far ends of the earth, done prodigious things, and the man who unquestionably enjoyed his part most was Juan de Palheta.

## THE LEGENDARY DISCOVERY OF COFFEE.

Arab shepherds, noticing that their goats exhibited unusual friskiness after they nibbled the berries of a certain type of tree, tried the berries themselves, and thus, 15 centuries ago, man's hunger for coffee began.





# THE COFFEE HUNGER OF MAN

And its remarkable effect on his political  
and literary life

**C**OFFEE, by the very characteristics which made man hunger for it, soon got him into a brew of a vastly different kind of hot water.

As early as the sixteenth century, public coffee drinking was forbidden in Constantinople on the charge that it "stimulated thinking among the common people."

A few years later in England, Charles the Second decreed that London's coffee houses "were places of sedition" and ordered them shut.

In Vienna, coffee houses such as the famous Cafe Griendstiedl were constantly under the eyes of the authorities who felt that revolutions, as well as coffee, were percolating there—as they often were. In France, Germany, Italy, and in the American colonies, too, a cup of coffee in a man's hand was regarded as something almost as dangerous as a bomb.

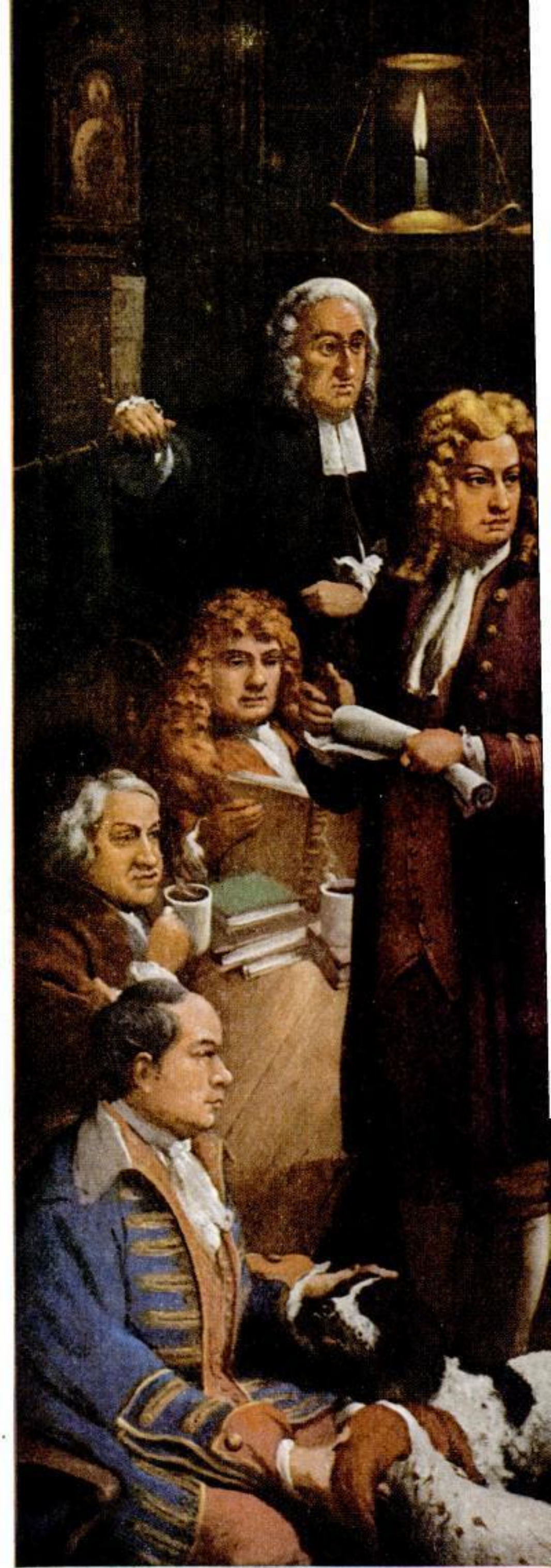
The truth is that coffee *did* have an explosive effect on men's minds. First, the drinking of coffee got men together, because coffee was a friendly, sociable drink; second, it invigorated their thinking and loosened their tongues. But what made the tyrants tremble most was the ruthless way in which the coffee houses cut across all social barriers. For when people got together, democracy inevitably rushed to join them. In the spirit of the day, a French political pamphlet proclaimed, "the Salon stands for Privilege, the Café for Equality." On these shores, the Boston Tea Party was fittingly engineered from a Boston coffee house, the Green Dragon Inn, a favorite gathering place of Samuel Adams, Paul Revere and other famous revolutionaries.

What the coffee house did to democracy, it did for literature, too. For the coffee house was the open forum as well as the social club of the outstanding men of English arts and letters of the 18th century. In addition to its refreshing beverage, it provided the equally exhilarating wit and conversation of such gifted men as Addison and Steele, Pope, Dryden, Swift, Cowper, Defoe, and Fielding, patrons of famous Button's Coffee House.

At Slaughter's Coffee House, you would be likely to meet the artists of the day, Hogarth, Gainsborough, Rowlandson, Cipriani and Roubillac.

A few decades later, at the Turk's Head, you and Samuel Pepys would see and hear Johnson and his Boswell, Oliver Goldsmith, Edmund Burke, Garrick and Sir Joshua Reynolds as they discoursed over their coffee.

What part coffee played in the inspiration of these great men is impossible to measure, but from their writings, we know that coffee's friendly presence was a most stimulating part of their stimulating lives.



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**FOREFATHER OF ALL AMERICAN COFFEE PLANTS.** A seedling from the Amsterdam botanical gardens was sent to the French in 1714. Eight years later, Captain Gabriel de Clieux carried a shoot from this parent plant to Martinique, where it became the progenitor of hundreds of thousands of coffee trees in the subsequent 20 years.



**LOVE FINDS THE WAY.** Juan de Palheta satisfies the coffee hunger of Brazil by smuggling a shoot from a government restricted coffee plant in French Guiana to Brazil, hidden in a bouquet given by the governor of French Guiana's obliging wife.



Satisfy your  
"Coffee Hunger"  
with **Nescafé**<sup>®</sup>  
Instant Coffee!



Enjoy the rich, delicious  
**freshly roasted flavor** of  
this premium quality coffee.  
That's why  
Nescafé **really** satisfies  
your coffee hunger!

Brewed  
by the world's  
most experienced  
maker of  
instant coffee!



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# THE COFFEE HUNGER OF MAN BREWS COFFEE'S OWN REVOLUTION

After fourteen hundred years, the men at Nescafé find  
the way to make a more satisfying cup of coffee

**E**VER SINCE coffee's earliest days in Arabia, man has put up with many annoyances and inconveniences just in order to get his daily cup of coffee.

For years, he had to go to the trouble of roasting and grinding his coffee beans himself. Then along came the grocery store grinder and the vacuum packing process, to relieve him of this chore.

But even so, he still had to go through the long wait of brewing, and then there was the nuisance of "coffee grounds" to plague him. (The early Arabian and Turk had no such nuisance: they drank it grounds and all.)

Modern living demanded an end to all these nuisances, found it in *instant coffee*.

Ever since the turn of the twentieth century, man had been trying to find a way to capture the true flavor of coffee in soluble form, but not until the first Nescafé, did the flavor of an instant coffee really compare to that of regular ground coffee.

Almost overnight, a revolution in coffee took place. The rich, satisfying flavor of Nescafé made drastic changes in the coffee-buying habits of millions, not only winning friends for itself, but paving the way for a great new branch of the coffee industry.

Once considered a stepchild to regular coffee, instant coffee now proudly takes its place on the family table in millions of homes. One cup of coffee in every three now served is instant coffee—and how far instant coffee has come in *quality* is best illustrated by Nescafé itself.

To satisfy the world-wide demand for their brand, the makers of Nescafé have had to become one of the largest buyers of bean coffee in the world, have had to

master the art of blending, roasting and brewing these coffees to the exact taste specifications of *one hundred and twenty-five* different coffee-loving countries.

Yet, despite its being produced in such vast quantities, Nescafé is made in the most painstaking way. It is blended, roasted and ground *immediately* before brewing, and actually enters the giant, three-story stainless steel percolators while still warm from the roasting. This speed insures that all the rich roaster-fresh flavor of the bean goes directly into the Nescafé brew.

Then, after a precision-controlled period in the giant percolators, which control flavor regularity to a point which a gourmet would envy, the Nescafé brew is whisked to an unusual apparatus where the water is taken out by a special process. (The used coffee grounds, meanwhile, have been removed and sent to the furnace where they provide heat for the next batch to be percolated.) Thus, only the pure essence of the coffee bean flavor itself remains, nothing is added.

What you see in the jar of Nescafé you buy today is just the appetizing goodness of freshly-made coffee—in an instantly soluble form. To re-create it into delicious coffee, all you need do is add hot water—and you're ready to satisfy your coffee hunger.

Although the making of instant coffee is one of the miracles of modern food-science, one important fact about it must not be overlooked.

As the makers of Nescafé point out, and it holds true for regular coffee as well as instant coffee: "*the quality of the coffee in your cup depends on the quality of the coffee in the bean.*"

For reprints of this coffee article, write to Nescafé, Box 820, New York 46, N. Y.

**GIANT 3-STORY PERCOLATORS!** The most precise coffee-making equipment in the world—gleaming stainless steel percolators—electronically controlled—guarantee the same rich roaster-fresh flavor of the brew in every batch. The reason why Nescafé is the favorite with millions.

Adv. Continued

## NINE DELICIOUS WAYS TO SATISFY YOUR COFFEE HUNGER WITH NESCAFÉ



### CAFÉ VIENNOISE

Combine:  
2 tsp. Nescafé  
2 c. boiling water  
Cover, steep a moment, pour into two regular-size cups  
Top with sweetened whipped cream

### CAFÉ BRULOT

Combine in top of chafing dish:  
1 lemon and 1 orange peel, cut in thin slices  
1 tbs. whole cloves  
24 cubes of sugar  
Ignite brandy. Ladle over mixture till flame dies. Slowly add Nescafé to brandy and sugar mixture. Strain if desired. Ladle into 12 demi-tasse cups

Combine in coffee server:  
6 tbs. Nescafé  
4 c. boiling water  
Pour over sugar mixture: ¼ c. brandy

### CAFÉ CACAO

Combine:  
4 tsp. Nescafé  
1½ c. boiling water  
¼ c. Crème de Cacao (2 ozs.)  
Pour into two 9-oz. coffee mugs, top with whipped cream

### CAFÉ "COINTREAU"

Combine:  
1 tbs. Nescafé  
1½ c. boiling water  
¼ c. "Cointreau" (2 oz.)  
Pour into two 9-oz. mugs. Add thin strip twisted lemon peel to each mug

### CAFÉ CUBA

Combine in saucepan:  
2 tbs. Nescafé  
2 tbs. boiling water  
2 tbs. dark brown sugar, firmly packed  
Add 1½ c. milk, bring just to boil  
Serve in two 9-oz. mugs

### CAFÉ AU LAIT

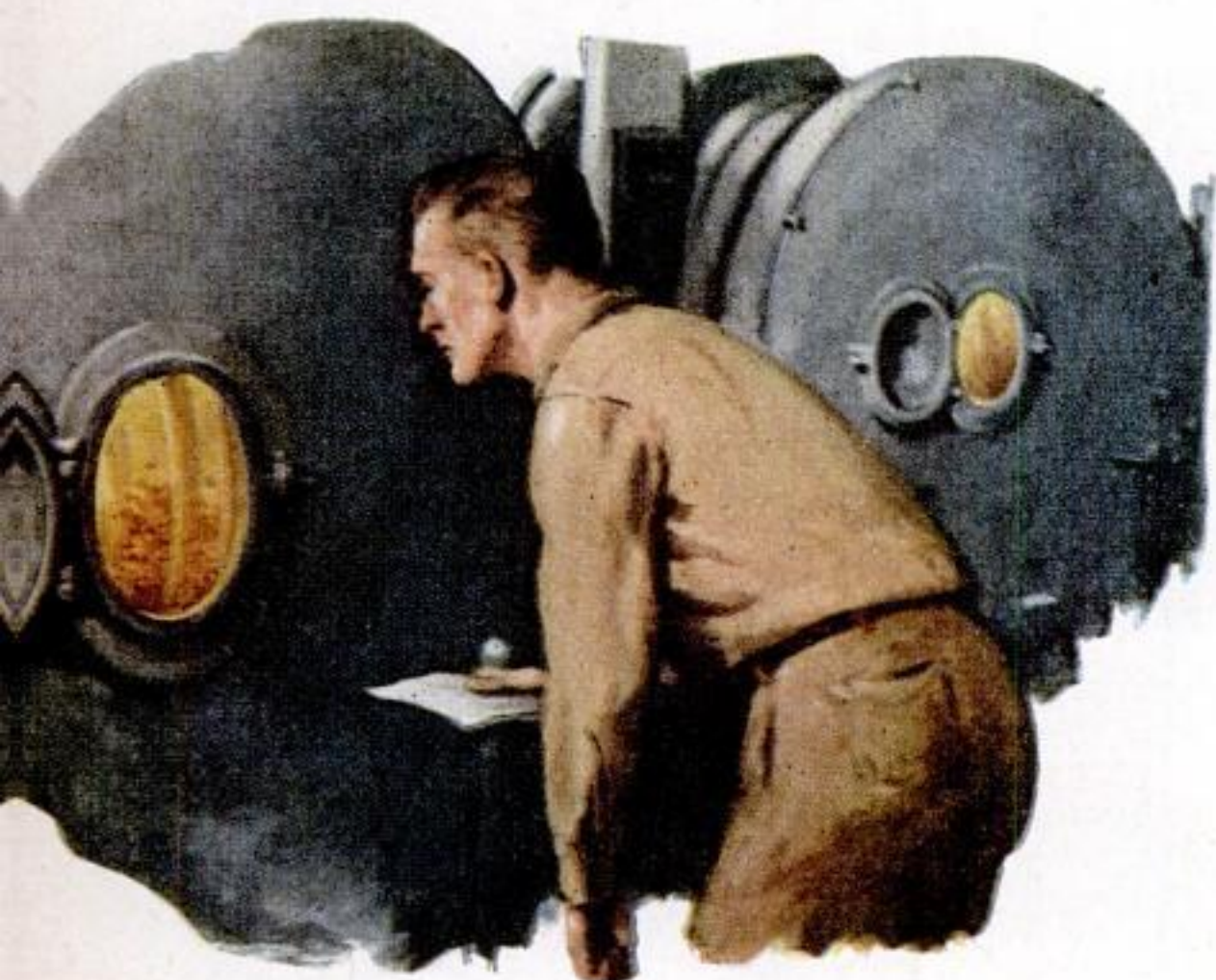
Combine:  
2 tbs. Nescafé  
1 c. boiling water  
1 c. freshly scalded milk  
Pour into two coffee cups. Top each with whipped cream





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**FLAVOR STARTS IN THE BLEND!** With their tremendous coffee-buying facilities, the makers of Nescafé have their pick of the world's richest and finest coffees, annually buy millions of pounds to blend into Nescafé. Above, sacks of specially selected raw coffees are poured into a stainless steel conveyor, begin the trip to the Nescafé roaster.



**ROASTING BRINGS OUT THE BEST IN THE BEAN!** Hidden deep in the bean are special, rich flavors which roasting reveals—under the experienced hand of Nescafé's master roasters. Their skill gives Nescafé that extra enjoyable *real bean flavor!*



**GOLD COAST GAIETY**

Combine in each of two 9-oz. coffee mugs:  
1 tbs. Nescafé  
3 tbs. Nestlé's EverReady Sweet Milk Cocoa  
1 c. boiling water  
Top with whipped cream

**HONEYPOT COFFEE**

Combine, bring to boil:  
 $\frac{1}{2}$  c. water  
1 tbs. sesame seeds  
1 tbs. honey  
Cover, simmer 5 mins.  
Remove from heat  
Add 3 tbs. Nescafé  
Strain into 2 demi-tasse cups

**CINNAMON SWIZZLE**

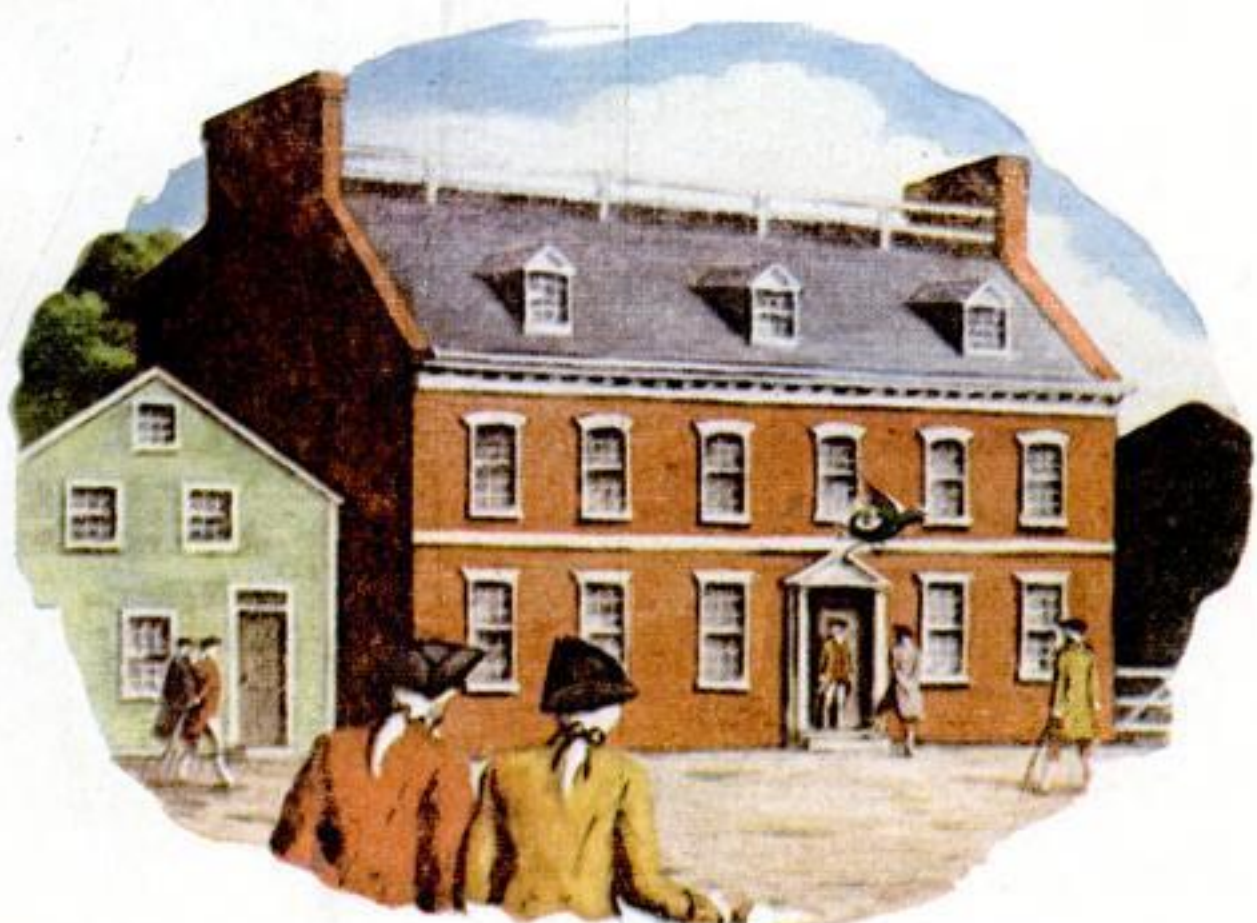
Combine, cover and simmer 5 mins.:  
2 c. boiling water  
2 2-inch sticks cinnamon  
Add 4 tsp. Nescafé  
Strain into two 9-oz. coffee mugs, add one cinnamon stick to each



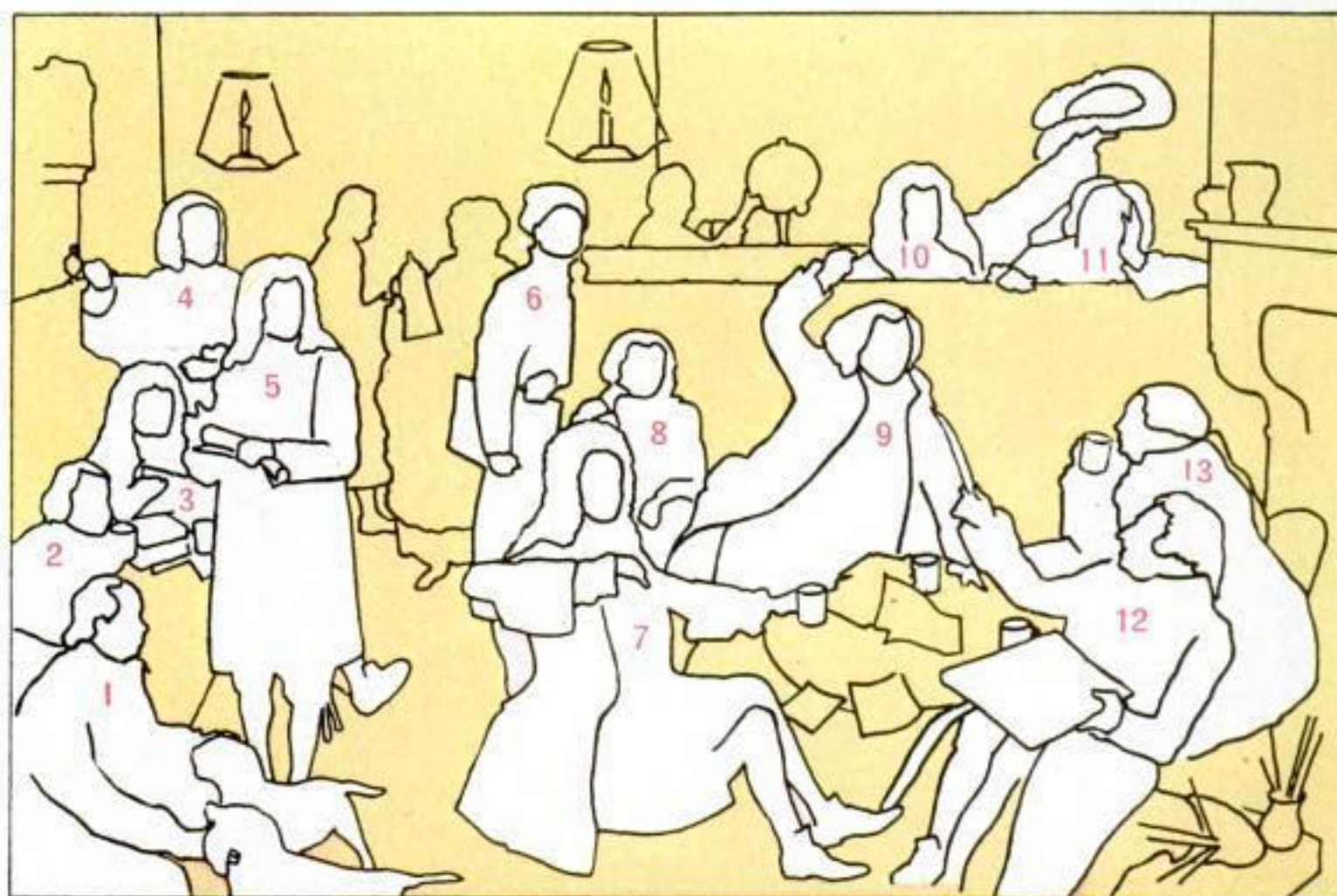


**COFFEE HOUSE SOCIETY OF THE 18TH CENTURY** as artist Robert Riggs combines several periods in one—showing Samuel Johnson in one of his usual stormy sessions, with attentive Boswell on his left, disdainful Reynolds on his right. Rowlandson, who is caricaturing Defoe, works on,

faintly amused by Johnson's tirade. Gloomy Swift stands near the door. Addison reads, Steele holds the latest draft of the "Tatler," Dryden listens thoughtfully, Goldsmith sits with his dogs. Behind Johnson are Hogarth, Pepys and Pope, latecomers in search of friendly coffee and friendly argument.



**THE GREEN DRAGON INN**, the Boston Coffee House from which one dark night the Boston Tea Party was ironically launched. A favorite coffee drinking haunt of Samuel Adams, Paul Revere and other sons of liberty.



**KEY TO GROUP:** 1. Goldsmith, 2. Dryden, 3. Addison, 4. Swift, 5. Steele, 6. Hogarth, 7. Defoe, 8. Reynolds, 9. Johnson, 10. Pepys, 11. Pope, 12. Rowlandson, 13. Boswell





TO SET MOOD FOR THE NEW "FOLLIES," SHOW OPENS WITH GIRLS IN ELEGANT PLUMAGE TRAIPSING UP AND DOWN STAIRS SINGING "BRING ON THE GIRLS"

# GIRLS STILL GLORIFY 'FOLLIES'

**Beauties carry on Ziegfeld tradition and Bea Lillie carries on the comedy**

When the lights go up on a stage full of beauties (*above*) in the new *Ziegfeld Follies*, it is gratifyingly clear that the new show is sticking to the tradition started by Florenz Ziegfeld 50 years ago. The girls are gorgeous and dressed fit to kill—above the neck.

Lavish girl shows have long been out of style on Broadway. The *Follies* stands as a kind of gaudy and expensive (\$300,000) valentine to a by-gone era of glitter. Its producers, who bought the right to use Ziegfeld's name, have not matched his standard of catchy songs which used to pour

from such writers as Irving Berlin. But they have wisely commissioned Beatrice Lillie to carry on the comedy. Kidding the pants off all stagy glamor girls, Bea is back at her familiar perch on the moon and is up to her best irreverent tricks as a reluctant harem queen, an airline hostess, an elegant lady dining alone in a restaurant, and in a take-off of *My Fair Lady* in which she sings "I think the stink is mainly in the sink." Along with another valuable comedian named Billy De Wolfe, Bea is always on hand to keep the show from getting smothered in its own fine feathers.

CONTINUED

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**BEA AS A HAREM HOURI** is carried into the raja's well-populated seraglio on a bed of spikes, which she vastly prefers to the raja's overstuffed upholstery.

Surrounded by harem sidekicks chanting *Song of India*, Bea devotes herself to relieving the raja (John Philip, left) of his diamonds, and then walks out on him.

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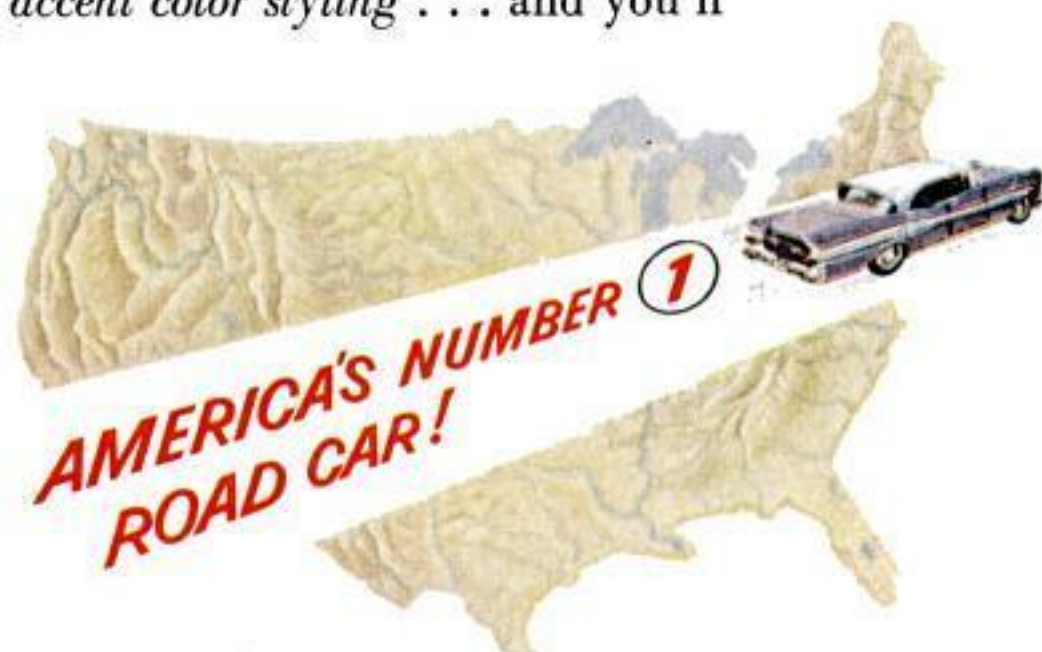


**DON'T LOOK NOW—BUT**

# Pontiac being Followed!



Cast an eye over the nimble number that's giving them all ideas for the years ahead! Take into account a total tally of nearly fourscore first-time features . . . *bright notions like Pontiac's trend-setting accent color styling . . .* and you'll know why Pontiac's a regular rolling blueprint of tomorrow! Take a turn at the wheel—and discover in a single mile of driving how this husky beauty's *rewriting the book on roadability!* Feel the spry response of Pontiac's all-new, *deep-chested Strato-Streak V-8 engine.* Test the hair-trigger reflexes of perfected controls. Then find yourself a rough stretch of highway and sample *the road-paving magic of Level-Line Ride!* You won't blame the others for playing follow the leader with this one! Make a date to try it . . . and get a taste of the future today in America's Number One Road Car!



SEE YOUR PONTIAC DEALER

PROVED BY 100,000 MILES OF RUGGED ROAD TESTS





## Announcing the new **Firestone**

*Fresh from Firestone's experience in world-famous speedway and endurance runs comes new supersafety for you—a speedway-developed tire that puts a new kind of dependability into day-long driving on the turnpikes and superhighways, and in your day-to-day driving right in town. Made with Nuclear Controlled Nylon Plies, this great new tire can actually double your driving safety.*

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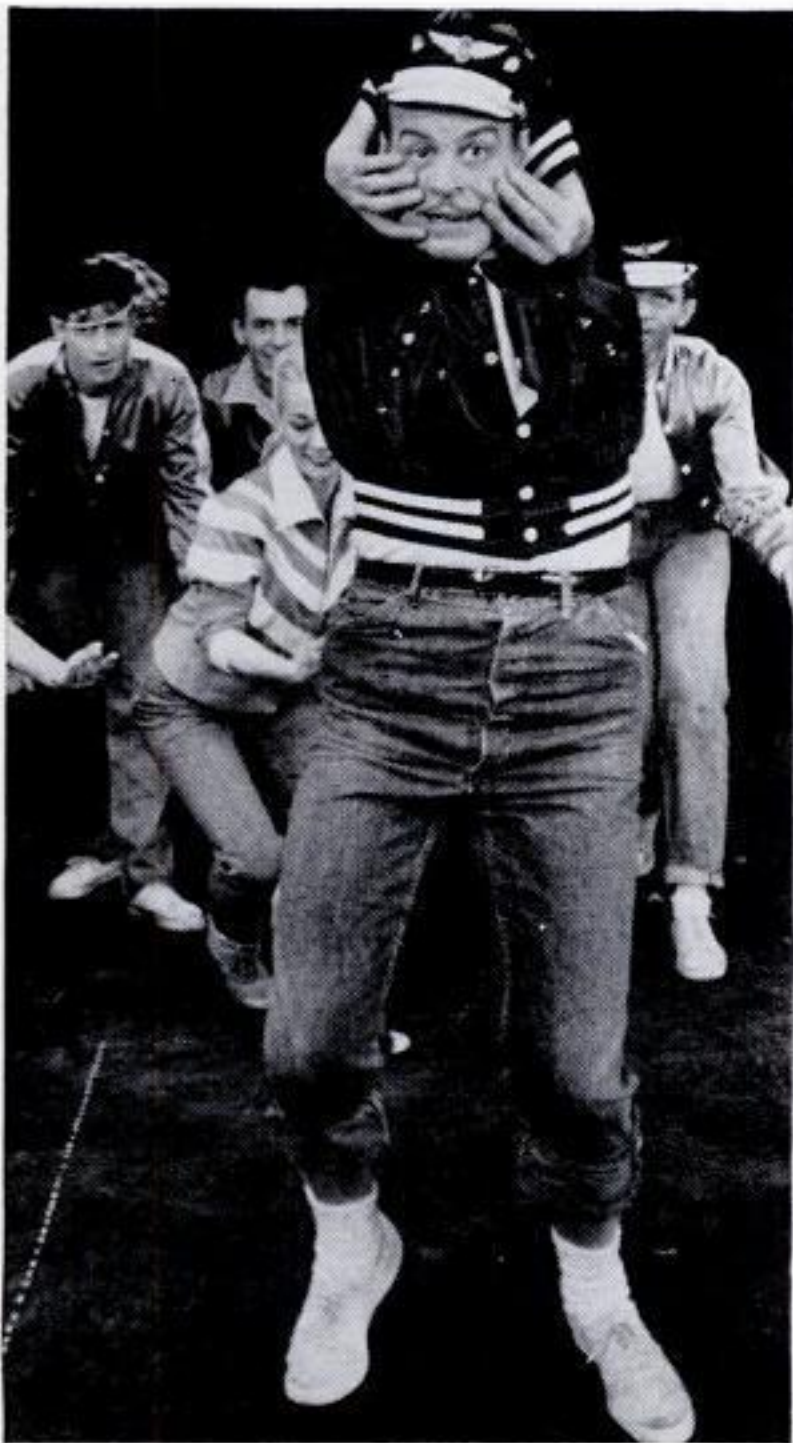
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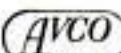
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**BEASTLY CHARACTERISTICS** required of the top bridge player are displayed at imaginary bridge game. The all-round player has the conceit of a

peacock, night habits of an owl, rapacity of a crocodile and the sly inscrutability of a snake. Along with these he needs the memory of an elephant, the

boldness of a lion, endurance of a bulldog and killer instinct of a wolf. In such company, the average bridge player is nothing but a kibitzing monkey.

# SAVAGE WORLD OF BIG BRIDGE

**It is inhabited by a handful of conceited, ruthless but gifted creatures who will have tournament from which all 'dogmeat' players are banned**

by MARSHALL SMITH

**O**F the 32 million people in the U.S. who play contract bridge, at least 31 million know practically nothing about the game. In no other field of endeavor are so many smart people so blissfully unaware of their own ignorance. As if to preserve the illusion, the American Contract Bridge League, the high-priest organization which runs all important tournaments, stoutly maintains that all bridge players are one happy amateur family who happen to like a friendly, social game of cards. It makes little attempt to limit participation in any of the major tournaments. The Life Masters—the 1,280 players who have won or placed high in a specified number of local and national contests—are thought of as admittedly superior figures but nonetheless members of the same breed as the 31 million duffers.

In May in Havana, however, this amiable concept of the world of bridge will be repudiated. An important tournament will be held from which more than 1,000 of the acknowledged giants of bridgedom, the Life Masters, will be deliberately excluded as being unfit for top-flight competition. This "Tournament of Champions" is the dream of New Yorker George Rapee, a member of the five-man Schenken team that holds the best tournament record over the past decade. Instead of the several thousand who normally take part in championship

tournaments, only about 200 carefully selected players—or 50 tables' worth—will be invited to Havana, and they will play only against each other. "It's just a silly game," Rapee explains cheerfully, "but let's play it right."

It is not surprising that the A.C.B.L. views the Rapee tournament with strong disfavor. For one thing, the A.C.B.L. will have no control over it. For another, there will be money prizes, which violates the whole amateur tradition of A.C.B.L. tournaments. For a third, the Tournament of Champions is a revolt against the entire Life Master system which is based on the theory that all Life Masters are by definition great players. Though it has not tried publicly to stop its members from playing in the Tournament of Champions, the A.C.B.L. has forbidden them to officiate at it. "Sure, it's a revolt," Rapee admits, "but it's time that champions got a chance to play with champions instead of with people who think they are."

Unpardonable but undetected errors are common to most bridge games. In an average session a player is called upon to make 400 borderline decisions in bidding and playing. The ordinary housewife who buys all the latest bridge books and is queen bee at her Tuesday dessert-bridge club makes one error in every three decisions without



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**Can not upset  
your stomach**



### The organizer of the Havana match

George Rapee, who conceived idea of forthcoming Havana tournament, is the son of NBC musical director and songwriter Erno Rapee. Noisy and carefree when not playing, he is quiet and controlled during a bridge match.



### BRIDGE CONTINUED

even knowing that she is doing anything wrong. The neighborhood bridge shark among men, while doubtless more aware of the game's subtleties, actually has a big night when he commits no more than 50 errors. Tournament bridge players, whose number has jumped in the last decade from 11,000 to 65,000, average from 10 to 25 major sins per session depending on how well they get along with their idiot partners and how well they stand up under pressure.

Regardless of the category they belong in, America's 32 million bridge fanatics almost all share one thing: mentally, emotionally and physically they simply are not equipped to play bridge as it should be played. Only a tiny handful have the proper equipment.

Even the 200 who will go to Havana will include a heavy percentage of players who, by the ultimate standards of bridge, must be called second-raters. For in the U.S. today there are perhaps only 20 who deserve to be known as super players, and among these the top 10 even look down on the second 10.

These top 10 who stand at the summit of the bridge world are a special race bearing no resemblance whatever to the ordinary player. They have monumental egos and outlandish memories. They seemingly have built-in UNIVACS in place of brains. They live in an upside-down world, sleeping by day and playing most of the night. They view their opponents not merely as rivals but as mortal enemies undeserving of mercy. Their attitude toward losing is violent. "You smile when you lose," one of them says, "but you don't mean it." And most of them do not even bother to smile.

Life Masters themselves, they look down on the rank-and-file Life Masters with professional scorn, referring to them simply as "dogmeat." "They're people who won tournaments in Oshkosh or Tuscaloosa," one expert says critically. "You can't be a really bad player and be a Life Master, but you don't have to be terribly good."

Among the top 10 or 20, the man who makes more than two mistakes in 400 decisions has reason to suspect that his mind is crumbling—and his fellow experts will hasten to tell him that there is no doubt about it.

Because there is such a wide gulf between the true experts and the dogmeat, many experts think the national tournaments which are open to all Life Masters have become a joke, and this is why they are looking forward so to the Havana contest. When more than 10,000 people enter a tournament, as was the case in the A.C.B.L. Summer National Tournament last July and August, the level of play is very uneven. A dogmeat pair may play a hand very well against one expert pair, then turn around and blow up against the next expert pair. Since a few such hands can make a gigantic difference in the final standings, a large element of luck creeps in and the best team stands a good chance of being beaten no matter how well it plays.

### A rigidly exclusive group

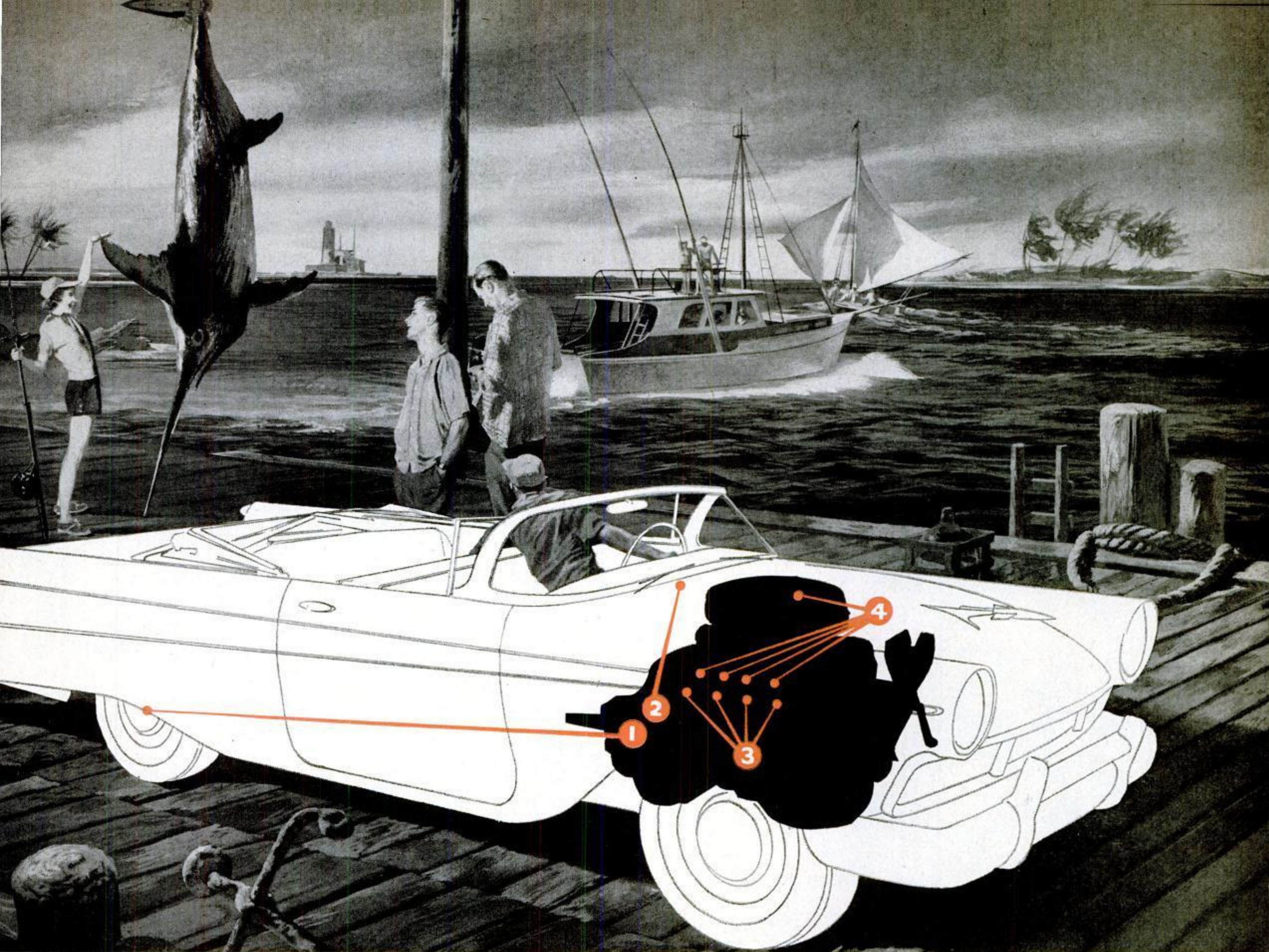
**R**APEE'S Tournament of Champions is an effort to eliminate the dogmeat. "In this tournament," Rapee claims, "the best players will actually win."

They are a rigidly exclusive group, those gifted ones at the top. They may have other sources of income or even other occupations, but they all make large sums of money from bridge, either teaching it, writing newspaper columns and books about it, playing it—unofficially—for money. Bridge is, if anything, more popular in the U.S. today than ever before, and the pros are benefiting from it.

Each of the 20 is unalterably convinced that one way or another he is the supreme bridge master. The one who, on the basis of last year's tournament victories, can best support his claim is a dapper 41-year-old man named John Crawford. He is the reincarnation of

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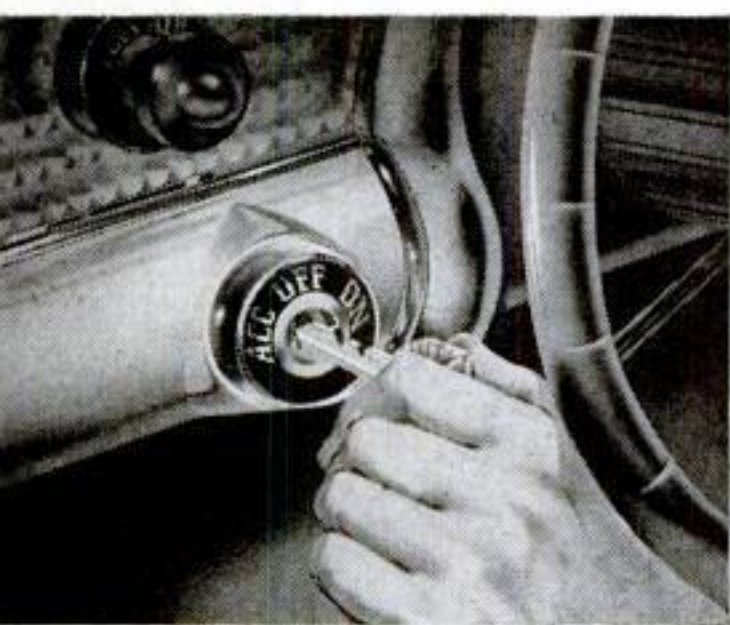


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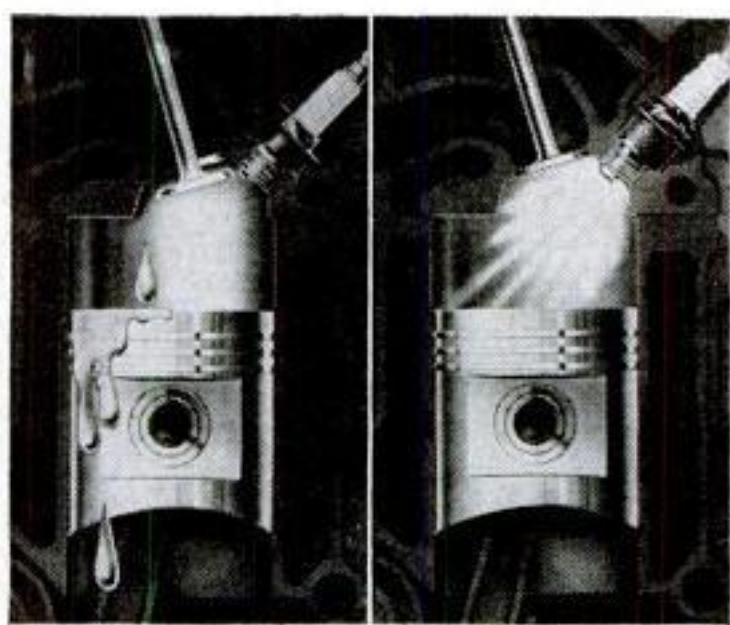
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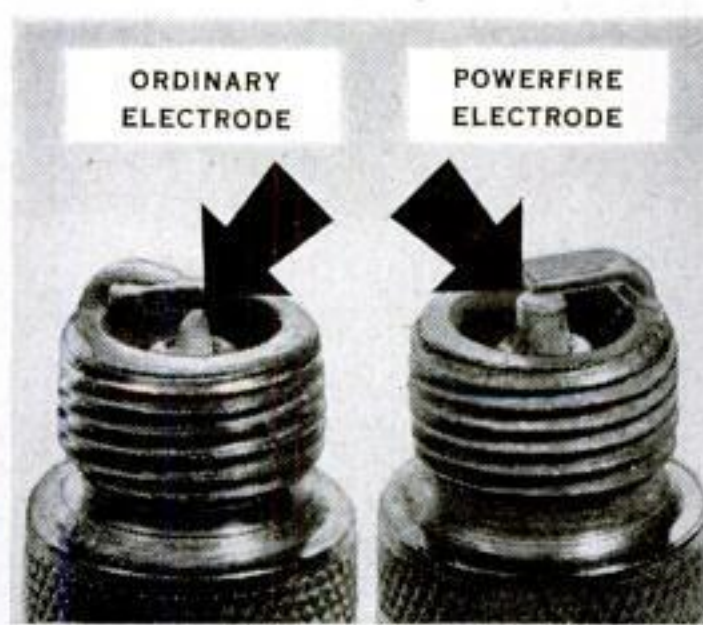
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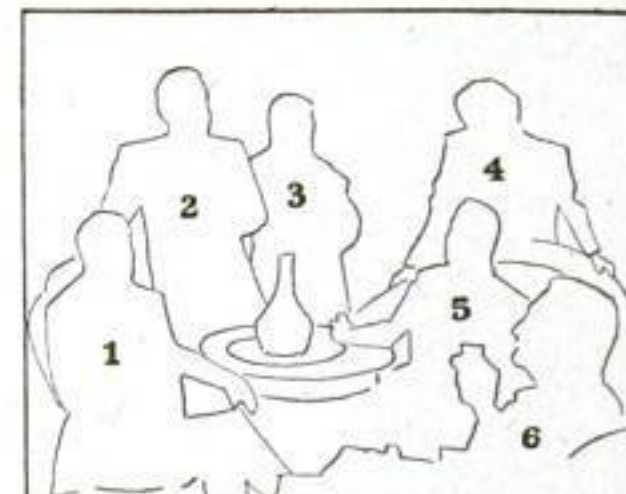
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### The reincarnation of Mississippi Jim



Charming but ruthless, John Crawford looks and acts like a typical oldtime river boat gambler. Crawford won 1956 Life Master Individual Championship and his team took the Vanderbilt Cup last month.

### BRIDGE CONTINUED

Mississippi Jim, the old-fashioned riverboat gambler—polished, quick of tongue, charming when necessary and completely ruthless about cards.

Before a recent tournament Crawford stood prominently in the midst of a milling group in the ballroom of Manhattan's Biltmore Hotel, notebook in hand, accommodating anybody who wanted to bet him on a man-to-man basis about the outcome of the tournament. Among those who approached him was the great Oswald Jacoby, a bear at the bridge table for the last 25 years. Jacoby sputtered a few staccato syllables. "You're on," snapped Crawford, "240 to 200." He confidently gave odds of six to five or better to all comers until a little man wearing glasses and a suit two sizes too large shuffled forward.

"Yes, Mister Becker," Crawford asked politely, "would you like to bet \$25?" The little man nodded without changing expression. After Becker had walked away, Crawford turned to the person next to him and said, "It's nice to bet with somebody and not have to give odds."

Crawford and Becker, so close to each other in skill, represent opposite extremes in temperament and approach. B. Jay Becker is the traditional book player and has a mind like a grocery store with neat packages arranged in precise order. He is always called "Mister Becker," and arguing with him is like arguing with a hitching post. He only says quietly, "I disagree with you." At bridge he knows to the decimal point the mathematical odds favoring any given play.

"Mister Becker," says Jacoby, "plays like a wooden Indian—a very intelligent wooden Indian."

Beneath Becker's wooden exterior it is difficult to see the supreme ego with which all great bridge players must be abundantly endowed. But it is there. The fact that Becker bets even with Crawford is a sure sign that he considers himself superior to any bridge player alive, for as Becker points out, "I never take a bet I feel I have the worst of."

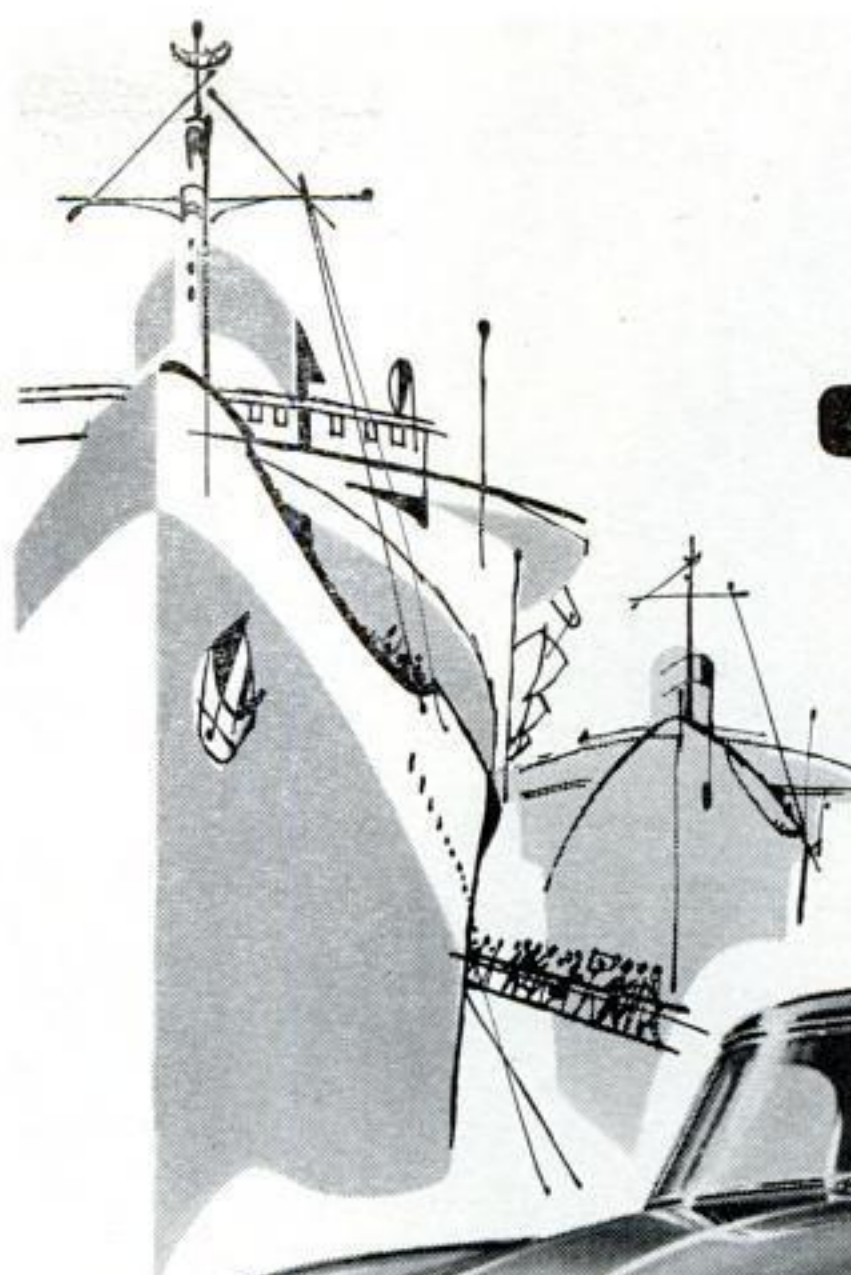
Crawford, on the other hand, wears his ego like a hound's-tooth coat. He delicately refuses to come right out and say that he is the best player he knows, but when asked who would be his choice as the ideal partner, he answered, "Another John Crawford." Pressed further as to his choice of the two most formidable opponents, he said without hesitation, "Two more John Crawfords—but I wouldn't play in the game. It would be too tough."

### A calculated aura of dishonesty

CRAWFORD'S slashing style of play is calculated to force opponents into errors. By word and gesture he creates an aura of dishonesty that makes opponents skeptical about every bid he makes and every card he plays. He wisecracks and makes it clear to his opponents that he considers them imbeciles. He stares at them so intently that they become unnerved and drop tricks. "Johnny is one of the best starers in the game," a friend says admiringly. On the other hand, he has a magnificent talent for being charming to his partners, even bad partners. One rival says gloomily, "Johnny is simply disgusting with old ladies."

Crawford and Becker have no monopoly on ego, which bridge players agree is an essential quality for true greatness. "Ask any really good bridge player who the best player in the world is," says George Heath of Dallas, "and he says, 'I am, of course.'" Edgar Kaplan, winner of last month's National Life Masters Individual Tournament, shows his ego in a simple definition: "A

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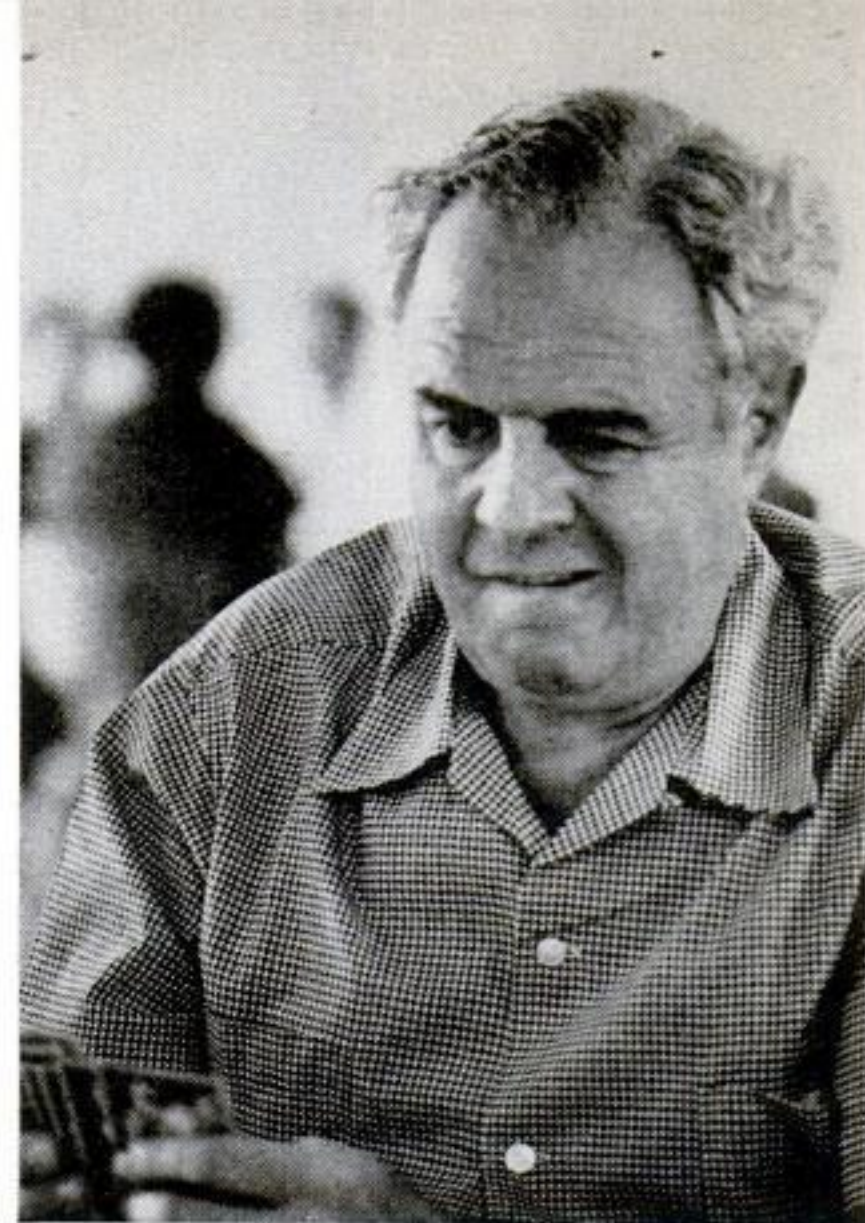
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### The oldtime tournament veteran

Oswald Jacoby, whose disorganized look disguises a disciplined approach to the game, was a star back in 1931 when he teamed up with Sidney Lenz in a celebrated match with the Ely Culbertsons. Culbertsons won when Jacoby withdrew after 103rd rubber because of differences with Lenz. Jacoby, a life insurance actuary on the side, has written on poker and canasta as well as bridge.



### BRIDGE CONTINUED

'mistake' in bridge is any action, either in the bidding or the play, which I, in similar circumstances, would not take."

Another quality which great players must have is physical and mental stamina. In a long five-day tournament this quality is worth far more than brilliance. Actually there are very few "brilliant" plays in bridge. Becker is pleased with himself if he makes one brilliant play a week, and Crawford says, "The theory of bridge is not that you win yourself but that you sit tight and let the other team beat itself."

To sit tight for six or seven hours at a stretch, keeping alert every second of that time to catch every nuance of play, to make no mistakes yourself but to be ready to pounce whenever your opponent makes a slip, requires incredible endurance. Charles Goren, who has won more tournaments than any bridge player in history, admits that at 56 he is not the tournament player he once was. "Because of my experience, my judgment and my game are far better now than they were when I was young, but there is a question of endurance and in time one begins to weaken."

Sidney Silodor, on the other hand, makes a specialty of endurance. Probably the slowest and most deliberate of the top players, he will puzzle over his cards for a long time, concentrating fiercely on the problem and ignoring the fact that he is holding up 500 players who want to get on to the next table. After five days of this kind of play, he is still fresh and strong, his opponents completely frazzled.

Crawford, short on natural stamina, has to obey strict training rules to be at his very best. He neither drinks nor smokes and must get eight hours of sleep every day. George Rapee, who does not care whether he sleeps or not, is a pill man: "An Equanil, two dexies and I'm ready to swing. Deal the cards, I can play all night." He reads paperback novels while he is dummy.

Becker has to force himself to concentrate toward the end of a tournament: "You're sitting there trying not to make a mistake. You're fighting decision after decision, session after session all week long. It wears you out. Your mind wanders."

Most fine players come out of a tournament so wrought up that sleep is impossible. At such times it is the custom to go up to their hotel rooms and play quiz games and charades until dawn—that is, if the elevator operator can stop their bridge chatter long enough to learn what floor they want.

### Stomping on the opponent

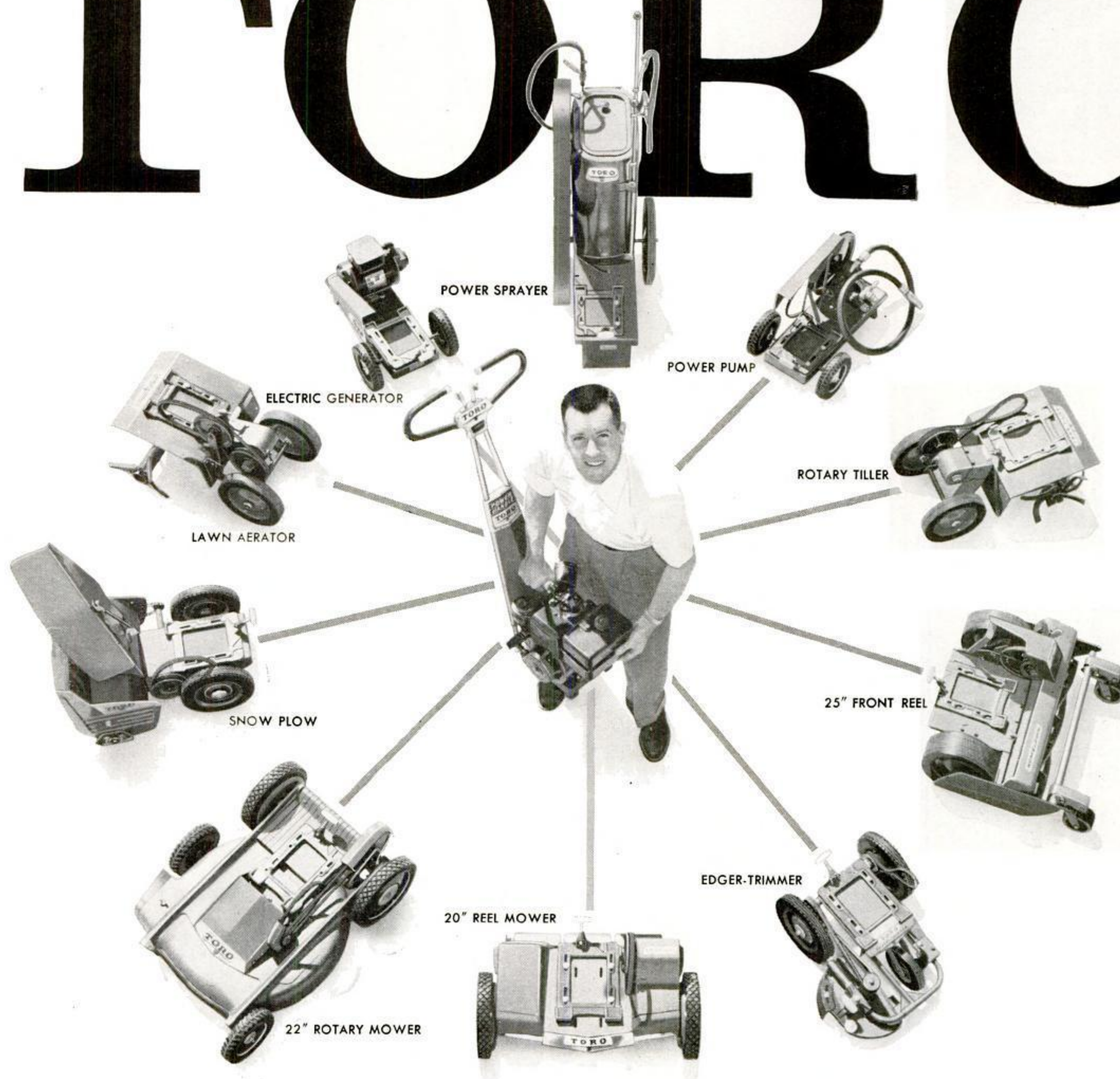
**A**LONG with ego and stamina the great players have what some of them politely call "aggressiveness" or "competitive spirit" but which can be more accurately described as the killer instinct. This instinct is most apparent when the time comes to penalize opponents for their mistakes: the really good player will land on his opponents with both feet and tramp up and down on them. The lack of killer instinct, one top player thinks, is what prevents more women from becoming experts. "There is something psychological in a woman's character," he says, "which makes her forego this necessity for greatness."

One woman who does not forego it is Helen Sobel, an ex-show girl who has been a leading player for 23 years. "I'm not aggressive," she says sweetly, a statement that nobody who has played against her believes. "I just want my little saucer of cream and I purr if you give it to me." But anyone who fails to produce the

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### The tough-minded ex-chorus girl

The top woman in competitive bridge, Helen Sobel was once (1926) a chorus girl in a Marx Brothers show called *The Coconut*, and in early playing days wore dark-tinted glasses so as to look like a typical "dumb blonde." She won her first important tournament in 1934 and has ranked high ever since. She married a crack bridge player, is now divorced.



### BRIDGE CONTINUED

saucer of cream may be clawed to shreds. She is so eager to kill that she actually wriggles in her chair if her partner misses an opportunity. While playing in a major tournament with Charles Goren, she was ready to trump a spade lead. Goren led a diamond instead, and Sobel wriggled. When Goren got the lead again and led another diamond, she almost wriggled out of her chair. Goren put down his cards. "Helen, you've got to stop that," he said. "It makes for a bad partnership. And besides, I have no more spades."

Tobias Stone plays so viciously that observers say he is not completely happy unless he is insulting somebody. His insults are delivered in a voice clearly audible throughout most auditoriums, and he does not discriminate between his partner and his opponents. "That play is something I learned not to do as a boy," he will say in a cold, cutting voice to friend and foe alike. He once antagonized George Rapee so thoroughly that when the session was over Rapee followed Stone across the room and kicked him squarely in the seat of the pants. "It was a wonderful feeling," Rapee says. "The end of my toe connected perfectly with the end of his spine and it was exhilarating. But Stoney didn't even turn around."

The good player's objective is to help the other player beat himself, and this is more often accomplished through deception than through bludgeoning. Perhaps the subtlest of all bridge players is Howard Schenken, who with Crawford, Becker, Silodor and Rapee makes up the country's best bridge team. For years Schenken was generally considered the best player of all, and at 53 he is still either on top or very close to it. He looks drab, colorless, even bored as he plays, but he is constantly throwing in misleading bids, taking an occasional wild chance, confusing opponents with a discard—all in a quiet, innocent way. Unlike the dramatic Crawford, Schenken is irregular in his play without seeming to be irregular. One player who has been chopped up by both explains the difference this way: "If I were strolling down Fifth Avenue and suddenly saw Crawford and Schenken walking along on their hands, I'd say to Johnny, 'What are you doing walking on your hands?' But I wouldn't even notice Schenken. On him it would look good."

Experts are always alert for signs that will give away an opponent's tactics. With players of lesser rank the giveaways are obvious. If they hold high cards, they tend to shuffle and reshuffle their hands; if they hold bad cards, they just sit there. When caught in a squeeze they hesitate, advertising the fact that they hold a vital king or queen.

### Puzzles and obscure clues

THE pros are so accustomed to figuring out bridge problems and analyzing the mistakes of their opponents from obscure clues that they carry the habit into their private lives, trying to stump each other with difficult questions. Freddie Sheinwold, an A.C.B.L. official, once got a phone call while he was sick in bed. It was a bridge-playing friend who said, "I hear you're sick. Now tell me, who told me you were sick and who told the person who told me?" Another bridge player met Lee Hazen on the street and said, "Somebody you once played with, a friend of yours, just died. You played against him in 1941. Who is it?" Oswald Jacoby inadvertently creates more puzzles than any other player. He talks in such a sputtering, machine-gun fashion that it is a puzzle just to understand him. His handwritten letters were notoriously illegible and groups of his bridge-playing friends used to get together to try

CONTINUED





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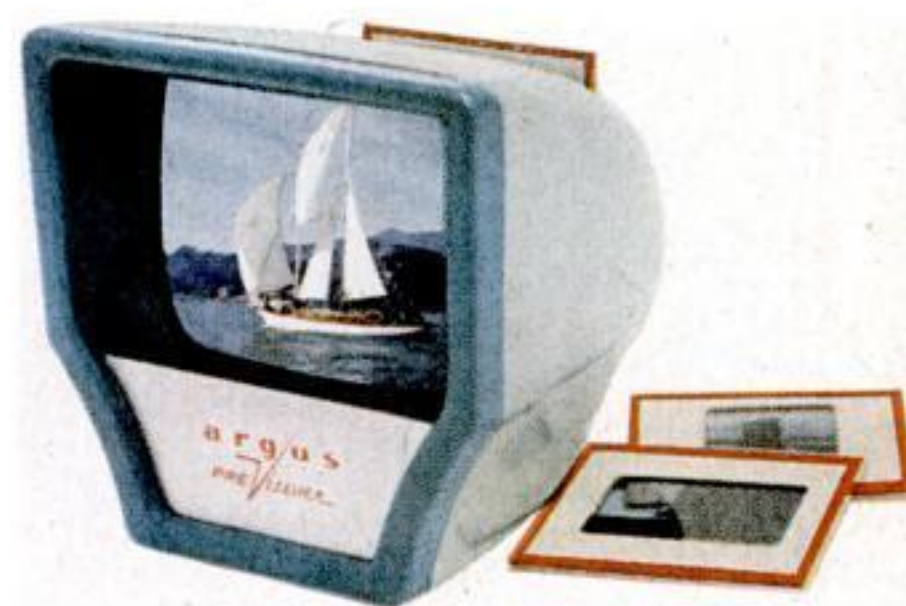
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SEAGRAM-DISTILLERS COMPANY, NEW YORK CITY. BLENDED WHISKEY. 86 PROOF. 65% GRAIN NEUTRAL SPIRITS.





**MOST WIDELY FOLLOWED EXPERT**, Charles Goren (center) has written books on bridge which have sold 4 million copies and earned him a fortune.

## BRIDGE CONTINUED

to decipher them. Jacoby's letters are even more illegible now that he has taken up typing. He uses the touch system, but his mind races ahead so fast that he does not always stop to make sure his fingers arrive on the right keys.

In addition to nimble, analytical minds, true bridge players naturally have a fantastic memory for cards. After a session of 26 hands many of them can name every card in every hand and the order in which they were played. Al Roth, an expert who is Tobias Stone's favorite partner, once picked up his cards and announced, "I've played this hand before." He had, three years earlier, and he named every card in all four hands. It does not necessarily follow that such a memory extends beyond cards. Becker, forgetting somebody's name, will remember that the face belongs to a person who held the queen, jack and four of hearts in a tournament in Pittsburgh and made an unusual play.

All of these qualities—ego, stamina, killer instinct, an analytical mind and a prodigious memory for cards—are essential for greatness. But they must be brought out and refined through intense application. Rapee remembers that during the depression years, the only way he could make extra money was by playing against less talented young men, sometimes five or six nights a week. For years Becker supported his family by gambling at New York's Cavenish Club, a private club for card players. He kept regular office hours, reporting at a set time each day and leaving the moment his "working day" was over. He could estimate in advance approximately how much he would earn each year and kept an orderly set of books for the Internal Revenue Service.

The most notable example of a fine player who was made rather than born is Charles Goren. As a law student at McGill University in Montreal he became fascinated with bridge when a young lady made fun of his ineptitude at the game. A few years later he gave up law and devoted all his time to bridge, perfecting and simplifying his technique and finally developing his "point-count system" which has since become one of the most popular bidding techniques among average players.

### Tournament bums

**T**HOSE who lack the qualities for greatness but get bitten by the same bug that bit Goren can become hopeless addicts. They follow the tournament circuit, endangering their home lives as they become "bridge bums." Goren, who says this extreme addiction occurs only in the lower strata of bridge, tells of one man who played around the country in tournament after tournament, leaving his unhappy wife at home. Finally at a tournament in Jackson, Miss. the addict was called to the phone and told that his wife had committed suicide. He called the airport and found that there was one plane leaving for his home immediately and one leaving several hours later. He made a reservation on the later plane, returned to the tournament because the game would "take his mind off it all," and that evening, at least, played excellent bridge.

The relentless absorption of bridge players is almost unbelievable. Lee Hazen remembers being dragooned into a 10-day sailing cruise with three other players and not getting out of the cabin the entire time. When he complained that he was exhausted and wanted to get a sun tan on deck, the group had sun lamps installed for the last two days while they kept on playing bridge.

Although the pros claim that they are not themselves bridge addicts, this is not entirely true. Few of them have normal home

CONTINUED

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 Regular **\$7.70**  
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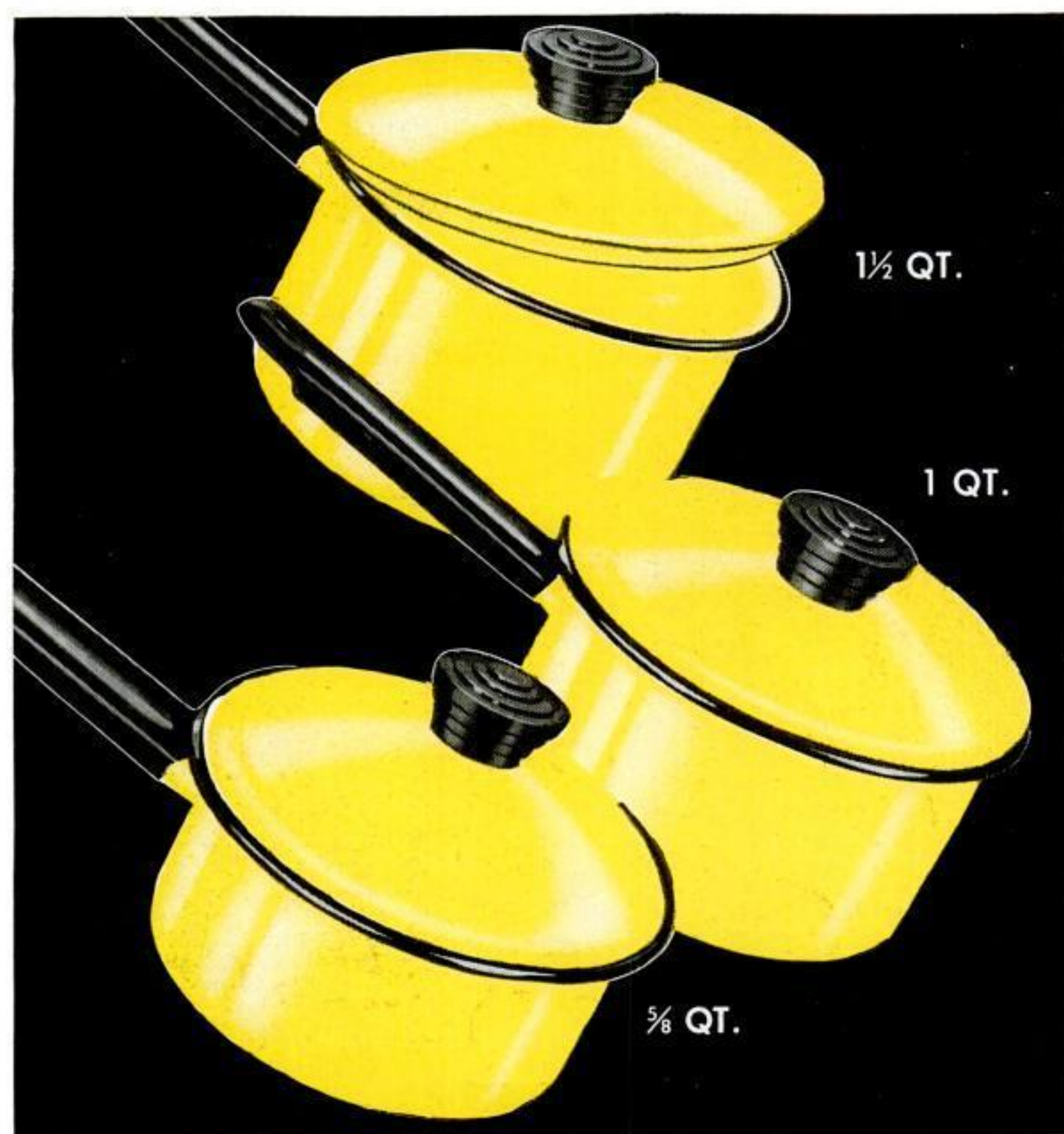
10-inch dinner plate, bread and butter plate, cup and saucer, lug soup bowl.

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## Set of 3 lemon-yellow sauce pans with covers (with Bakelite knobs)

**New color.** Now you can have low-cost cookware in the high-fashion lemon-yellow color.

**New design.** These straight-sided pans won't tip over on the stove. Porcelain-enameled surface is sanitary, easy to clean.



**FEDERAL WARE**

**New covers.** Vaporseal edges hold cooking juices, prevent covers from sliding off the top of the pan. Stay-cool Bakelite knobs won't burn fingers.

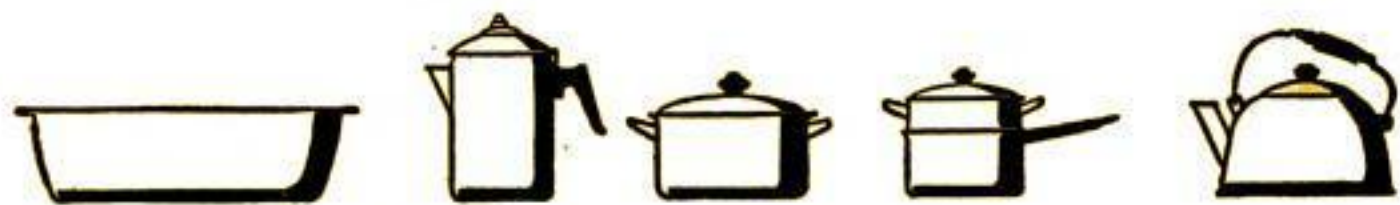
**New package.** Each set is carefully packed in clean, carry-home carton.



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**FEDERAL ENAMELING and STAMPING COMPANY**  
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### A successful husband-wife team

Tobias and Janice Stone, both top-ranking experts, have surprised the bridge world by remaining married in profession notorious for marital breakups. Mrs. Stone, a TV actress whose professional name is Janice Gilbert, appears on the NBC weekly quiz show, *Hold That Note*. Her husband, who collects Oriental art, won three national championships in 1942 at the age of 23.



### BRIDGE CONTINUED

lives. Divorces are frequent, and most of those who are married do not play bridge with their wives because their wives refuse to be single-minded about the game. The most famous exception is the late Ely Culbertson, whose wife helped him make contract bridge a national pastime. Another is the great Paul Hodge of Abilene, Texas, who is one of the two men ever to win the National Mixed Pair Championship with his wife as a partner. The most bizarre exception—and the wonder of the bridge-playing world—is the strange, volcanic partnership of Mr. and Mrs. Tobias Stone.

When Janice Gilbert, a bridge-fancying TV actress, married the vituperous Tobias Stone 16 months ago, nobody believed that the marriage could possibly last, and a matrimonial pool was formed with all the experts betting on how soon the Stones would break up. Each month, wherever the Stones played, the tournament director would announce, along with the rules of play and etiquette, that those holding tickets for the previous months had lost: "The Stones are now in their fourth month of marriage." Stone undertook to create his bride in his own image as a bridge expert.

Stone began his cram course on championship play with a blunt lecture: "You can't be a lady. You've got to hate everybody you play against. There must be no casual conversation because it might interfere with your play. You have got to be a killer whether you like it or not." He taught her the complicated bidding system that he and Alvin Roth devised and forbade her to open her mouth at the table except to bid. Stone would do all the talking for both of them.

"Stoney has a fantastic ego," his wife says. "When it comes to bridge, he is absolutely intolerant, and this intolerance is manifested first toward his partner. What to others would be a deviation is to him an incredible and unforgivable mistake. He gets so driven at the bridge table that a pulse starts in the side of his face that is not there at any other time, and I have seen him turn 12 different colors—believe me, I've counted."

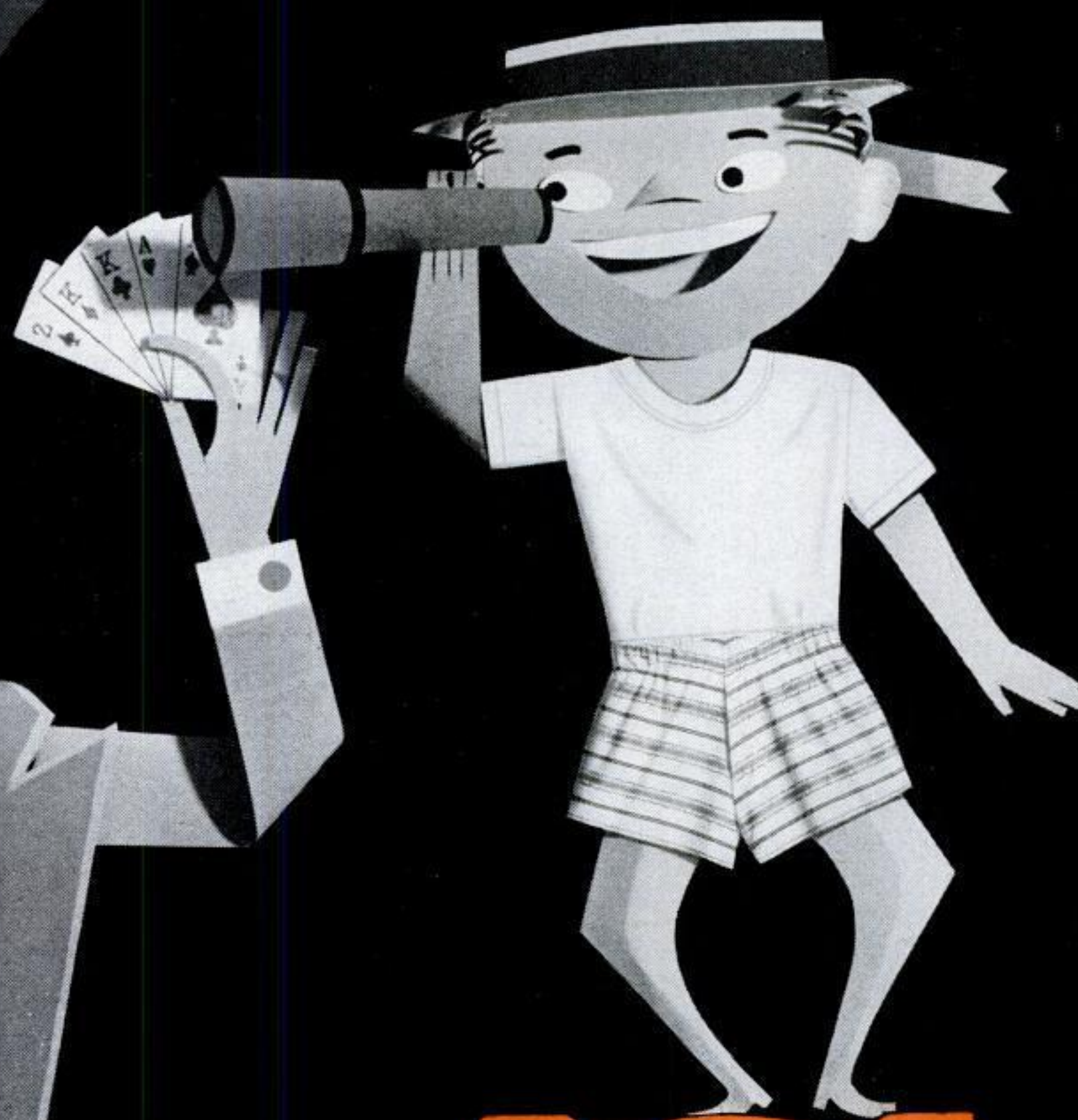
### 'Stoney, don't duck!'

**T**HEY had brawls—loud, wonderful, tournament-stopping brawls. At one tournament, when Stone told his wife how many kinds of an idiot she was, she picked up two duplicate boards (the traylike affairs on which each player's cards are set out) and was about to heave them at him when somebody yelled, "My God, Stoney, don't duck! I'm right behind you!" The marriage quivered and quaked and threatened to come apart, but it held together. Mrs. Stone grudgingly learned not to dispute, argue or discuss but only to listen. She even learned to live with the private record Stone keeps on every hand they play: he draws a triangle for any hand on which they were beaten, a neat circle for every mistake by Mrs. Stone and, once in a while, a minute "e.i.j." This stands for an "error in judgment" by Stone himself who, of course, never commits anything so crass as a mistake. Mrs. Stone's forbearance has paid off. She became a Life Master in the incredibly short time of five months and last year broke an all-time record by winning 612 1/2 master points in tournament play.

By tradition bridge is the king of intellectual games and, unlike poker, is a perfectly acceptable pastime at most church socials. But it is also a superb gambling game with stakes ranging all the way from the old maid's "quarter-cent-a-corner" up to a high-living \$3 a point, where a single vulnerable grand slam may win \$7,500. Even

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Seamless-seat Givvies shorts	\$1	69c
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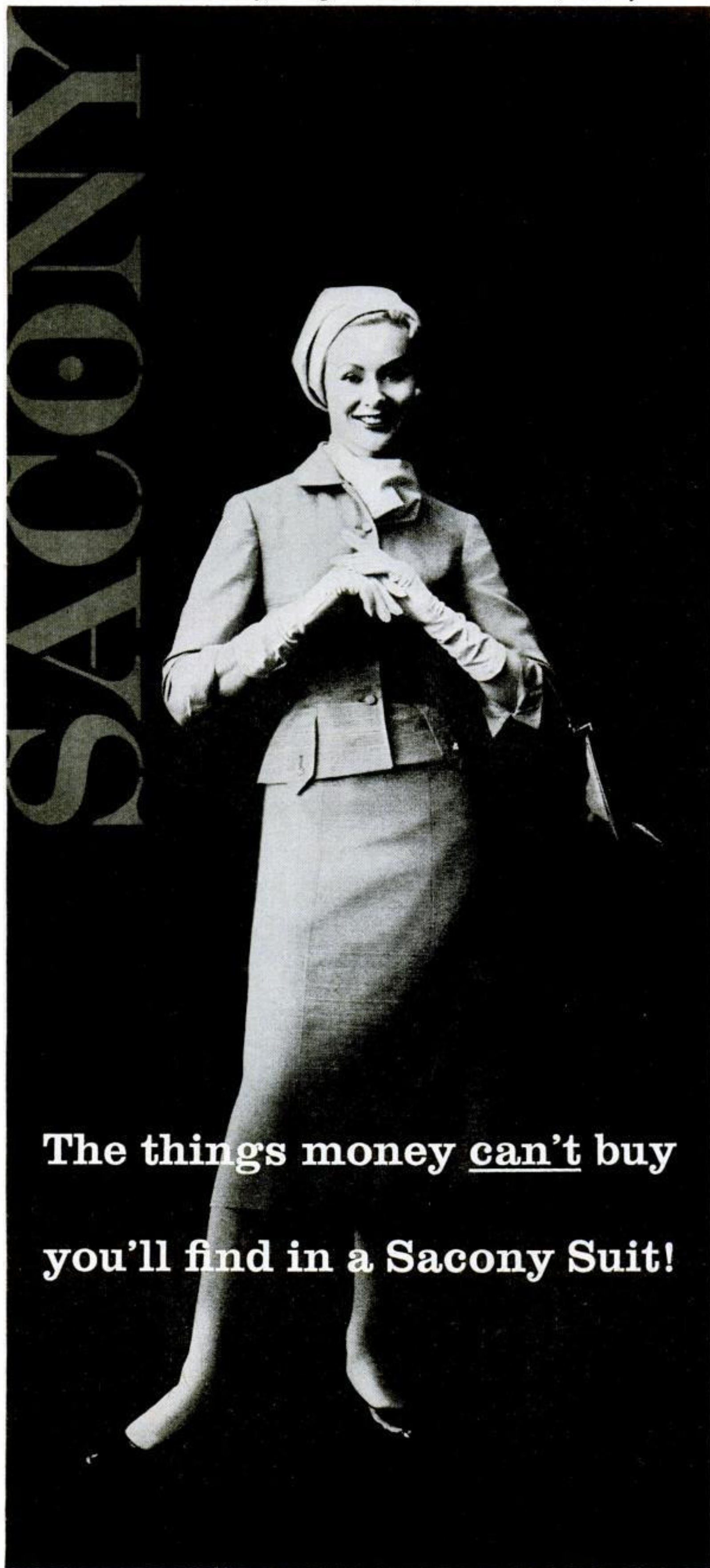
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The things money can't buy  
you'll find in a Sacony Suit!

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HAT—JOHN FREDERICKS CHARMER

## BRIDGE CONTINUED

though bridge gambling is theoretically illegal at tournaments and at many bridge clubs, the top players play for money. At New York's popular Regency and Cavendish clubs betting is officially prohibited but private bets are tolerated.

All bridge pros are gamblers at heart but all take their hats off in this respect to John Crawford. Born in Philadelphia, Crawford has a solid Main Line background. At the age of 9 he hung around on days when his family had visitors and cleaned out all the neighborhood chauffeurs at poker, then ran down to the corner and lost all his winnings in a slot machine. (He has since given up slot machines because there is no element of skill involved.) Crawford simply loves cards—all kinds of cards. Besides being the country's ranking bridge player, he excels at canasta, invented the game called samba and is extremely proficient at poker and pinochle. He will not play bridge for stakes of less than 3¢ a point—"except with my godmother."

Describing a recent "normal" day in his life, Crawford said, "I got up at noon, had breakfast and sat in a canasta game at the club around one o'clock. When enough bridge players came in, I played bridge, and when I was cut out I played some backgammon until I could get back in the bridge game. When the game ended it was still too early for dinner, but Jacoby came in so we played a little klabrjass, which is the best two-handed game I know. After dinner I played some gin until the pinochle game started, and then I played pinochle until that broke up at 1:30. Naturally, I couldn't go to bed at 1:30 so I went over to the Cavendish Club and played bridge until 5 in the morning."

In the Army during World War II Crawford, an intensely honest player himself, spent his spare time writing articles telling GIs how they could avoid being cheated at poker, dice and blackjack. "I was only a corporal," Crawford says, "but every month I sent home a colonel's pay." Now he visits Paris to play bridge with Aly Khan and Palm Beach to play with contract bridge's famous inventor, Harold S. Vanderbilt, and presumably sends home better than a colonel's pay.

Crawford's devotion to card games and especially to bridge is shared by all the great bridge giants. With all their fine physical, mental and emotional equipment, they could not be the players they are if they thought bridge a friendly, sociable game. To them it is an important challenge that can properly be met only by supermen.

For the supermen who will assemble in Havana two months from now for the Tournament of Champions, a suitable motto might well be the words of John Crawford: "I never play cards socially."



AFTER NIGHT OF CARD PLAYING John Crawford leaves New York's Regency Club and heads briskly for home to pick up a good day's sleep.





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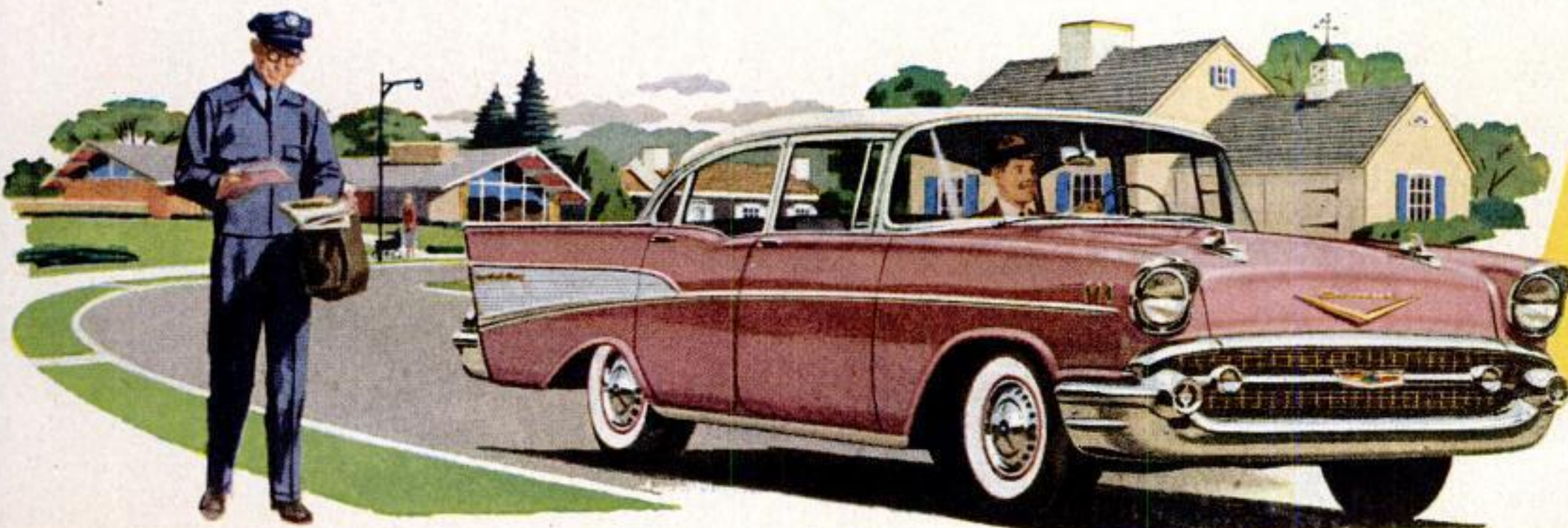
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# How a "small-town boy" and his town have made good in a big way

Prosperity begins at home.

At least that's a quick and pretty accurate way to sum up what's happening in little villages and towns from coast to coast as they join America's ever-increasing network of industrial progress.

Look, for instance, at Amanda, Ohio (population 650).

This tiny village is having its most exciting days since back in 1827, when old Bill Kessler, crunching by in his trading wagon, saw a bear up a tree, shot it, founded the town and named it for his daughter. And it's mainly due to Amanda's own home folks—one Stanton Johns in particular.

## How a "Home Town" Business Starts

STANTON was making garden plow wheels in a rented plant in Columbus. What he really wanted was to operate his own plant in his own town. And the local folks agreed. In fact, they wanted him so much that twenty of them signed notes of \$250 apiece to get him started.

So—in 1946—Amanda had itself a new enterprise — Mid-West Fabricating Company, Inc.—to bring outside business into

the town. This volume of business was not very great until a friend tipped Stanton Johns off to a very important fact of modern business life. And that, of course, is General Motors' continuous interest in developing new sources, however small, to help build GM products for you.

## What GM Means to a Small Business

IT SEEMS GM's Oldsmobile Division was on the lookout for more help in fabricating car control rods. So when Johns visited them in Lansing, Michigan, he came home with Mid-West's first GM order — a small one but with acorn potential in it.

For as soon as Mid-West proved they could deliver what General Motors wanted—that acorn order grew into an oak tree of further orders. Other GM Divisions followed Oldsmobile, as did other companies. And today Mid-West volume has climbed from the original \$27,000 in 1946 to a cool million. This divides many ways — from Mid-West's purchases from their own suppliers to the \$320,000 payroll going to 82 employees—and thence into Amanda tills.

What's more — as usually happens in

industry today—Johns plows back profits into the company, contributes to many projects for the town's welfare. Thanks to Amanda itself — and to General Motors — Amanda is doing fine.

What has happened in this tiny Ohio village has happened in hundreds of towns and cities all over the United States. New business has flowed into these communities—and as a result these communities in every state in the Union share in GM's success.

How much they share is shown by the fact that outside sources of materials and services for GM receive, in total, close to 50¢ out of every dollar that GM takes in.

### *How General Motors Profits Spread*

Nearly 50% of every dollar General Motors takes in goes out again to the 26,000 business firms supplying GM Divisions with goods and services. How widely this money spreads across the nation is shown by the fact that more than 144 million dollars go into West Coast California while more than 130 millions go into East Coast Connecticut each year. And there is not a state in the Union, even the least industrial, which does not figure in this GM success picture.

**GENERAL MOTORS — Good people to work for — Good people to deal with**

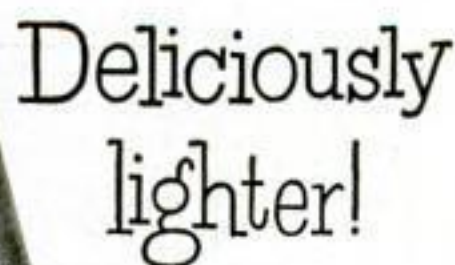
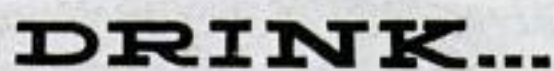
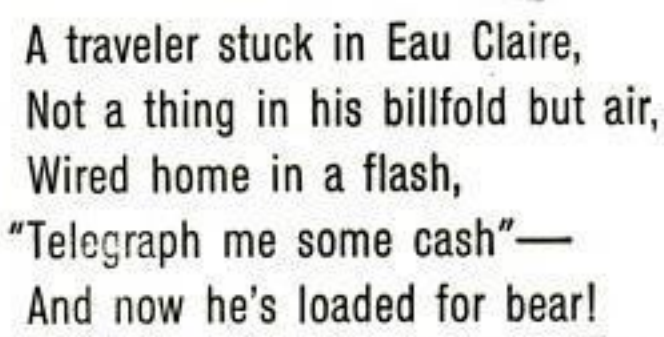


**BETTER RODS FOR BETTER ACRES**—Dick Young weighing shipment of rods for Chevrolet Division of GM. Dick works winters at Mid-West to buy lime and fertilizer for his dairy farm, where you see him feeding his purebred herd.



**FORGING AHEAD AT 86**—L. E. Conrad, Amanda's octogenarian blacksmith, is, like General Motors, a customer of Mid-West. The plant supplies the steel he uses in his work.





A KISS OF  
LEMON  
A KISS OF  
LIME



**BUBBLE UP CORPORATION**  
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**"LIFE" SHOWED SOMOGYI (LEFT, BOTH PICTURES) AND FARKAS (FAR RIGHT, BOTH PICTURES) IN RAIN OF BULLETS**

## Shot down by patriots, security police are found convalescing in Hungary



JOZSEF K. FARKAS

But some of the security policemen have miraculously lived. Pictures of two of them, Lajos Somogyi and Jozsef Farkas, have appeared in both the Soviet and satellite press. Somogyi (*right*), hit by nine bullets, had a leg amputated. And from a Budapest hospital Farkas (*left*), who was also badly wounded in the

The rebels ushered his group out of the Communist party building, Farkas said, and he heard clicking gun bolts. "Someone shouted, 'Don't shoot, these are our prisoners.' But my companions were dropping like flies. . . . Someone fired point-blank from about half a yard away. I fell to my face and felt the hot spurt of blood. Around me I heard a lot of shooting, shouting, moaning and crying. I played dead. About 15 minutes later some hands reached for me." They were the hands of first-aid workers (*below*) who started both Farkas and Somogyi on an incredible recovery.



**EXAMINING BODIES** after shooting, a first-aid worker touches Somogyi. Farkas' face shows at right.



**ALIVE BUT CRIPPLED.** Somogyi, the former security policeman, hobbles down a street on crutches and in civilian clothes.



Kraft gives you sliced Swiss cheese  
with the **fresh-cut** taste!



You like your natural Swiss cheese tender and fresh . . . with a rich, nut-like flavor?

Then get the handy slices that taste as though they had *just* been cut from a big Swiss only a few minutes ago!

Kraft Natural Swiss Cheese slices—with *all* the goodness that has made this type of cheese the natural partner of beverages. And Kraft Natural Swiss is

specially sealed to hold the fresh-cut flavor in every morsel.

Do take a taste:

**It's great with the brown bottle**

**Great with the green bottle**

**Great with cola drinks**

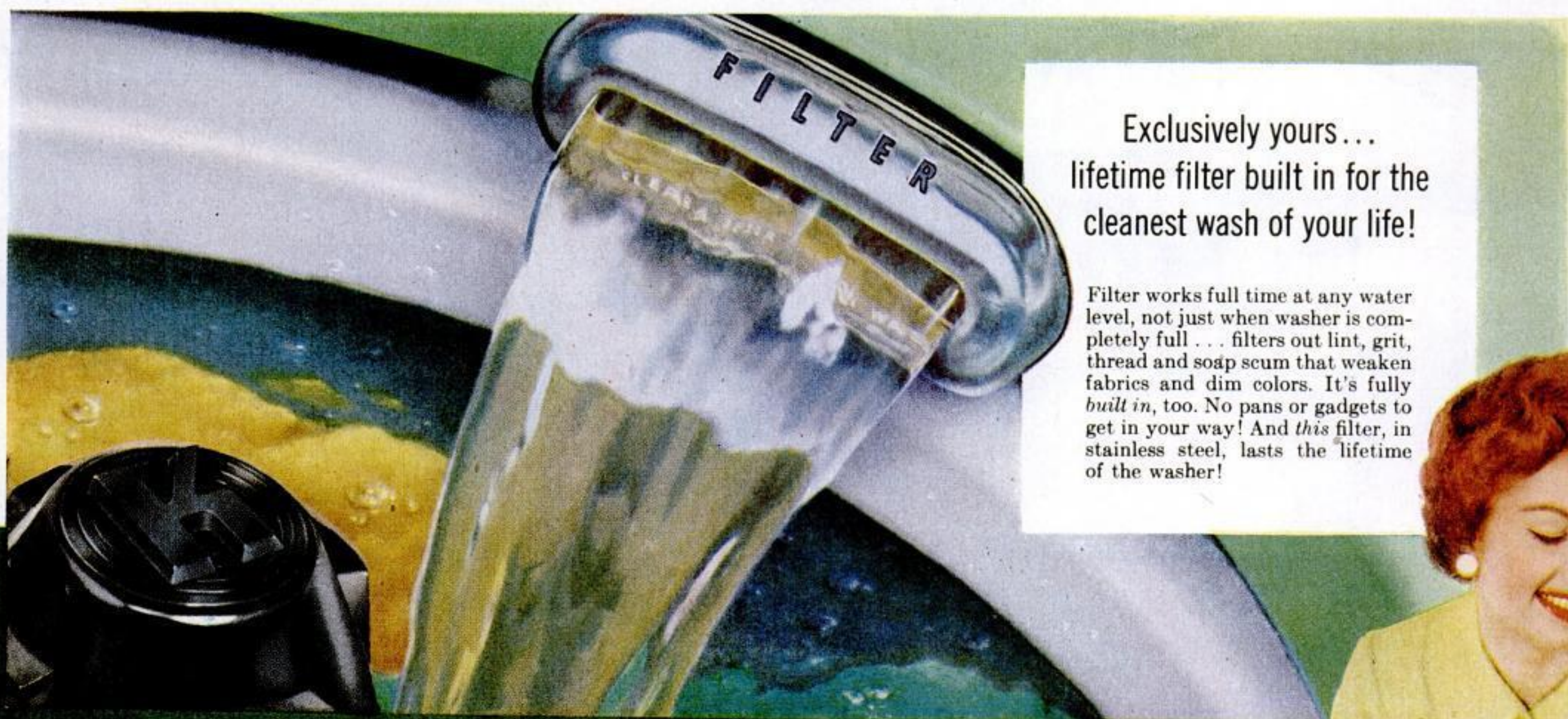
**Great with tea and coffee**



**The cheese that belongs with beverages**  
**Kraft Natural Swiss Cheese *sliced***

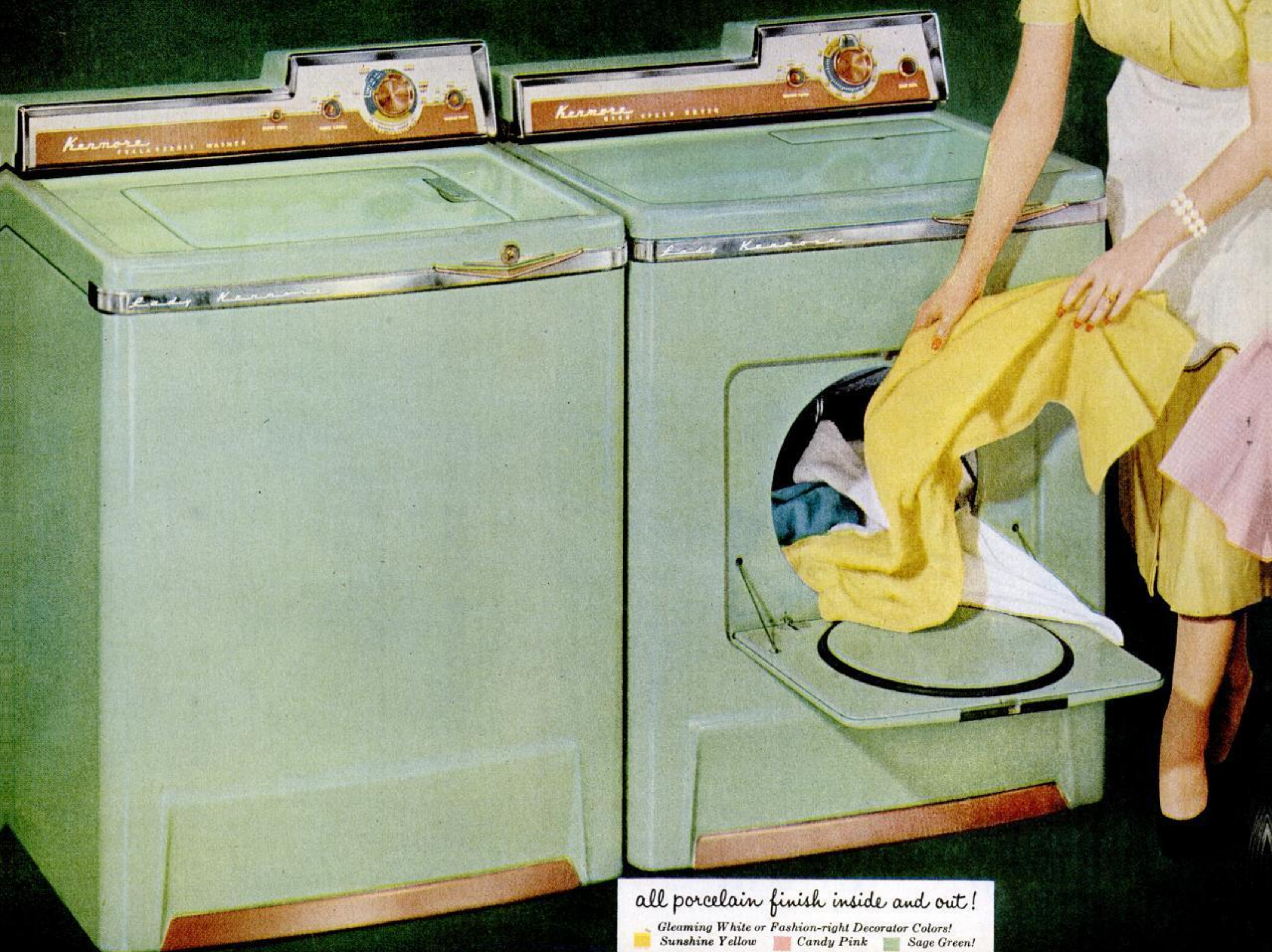


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lifetime filter built in for the  
cleanest wash of your life!

Filter works full time at any water level, not just when washer is completely full... filters out lint, grit, thread and soap scum that weaken fabrics and dim colors. It's fully built in, too. No pans or gadgets to get in your way! And this filter, in stainless steel, lasts the lifetime of the washer!



all porcelain finish inside and out!

Gleaming White or Fashion-right Decorator Colors!  
Sunshine Yellow Candy Pink Sage Green!



# has first *full time* lint filter!

## TWO-SPEED WASHING AT ITS BEST!

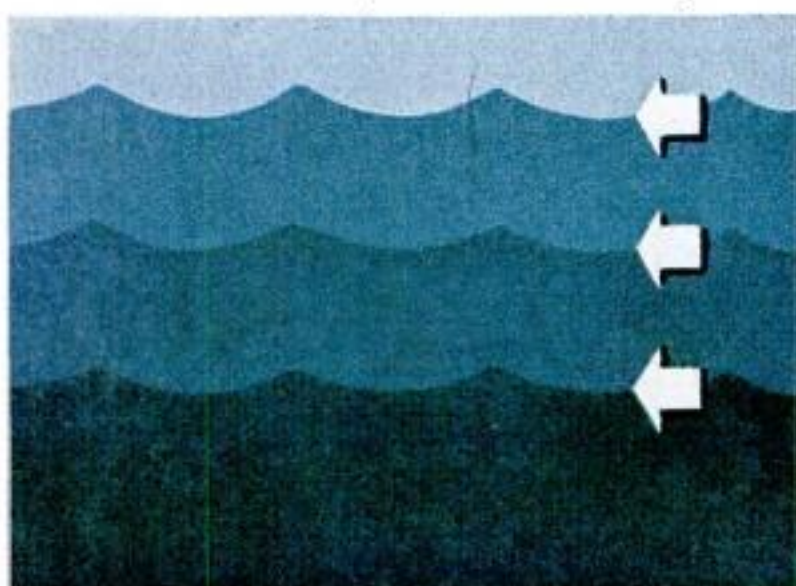
A gentle swish for miracle fabrics . . . a brisk swirl for work clothes! This beautiful Lady Kenmore—sold only at Sears—gives you the maximum safe washing speed for any fabric. And it pampers all your clothes, with five safe washing temperatures; adjustable water level to handle any load up to 10 pounds; cold or warm rinse and spin-dry. You'll admire its glamorous all-porcelain finish, too. Here is Sears finest washer, yet it costs you only \$10 down, about \$3.50 a week in convenient monthly payments. Suds Saver optional at small additional cost. Other Kenmore Automatic Washers as low as \$129.95.\*

## HIGH-SPEED DRYING AT ITS FASTEST!

In the time it takes to sort and fold one load, you can be drying another in this handsomely styled new Lady Kenmore Dryer—sold only at Sears! It's TWICE as fast as ordinary dryers . . . safely and gently does a 10-lb. load in from 12 to 28 minutes! And you have a choice of gas or electric models, all with identical features. The dryer shuts off automatically. A Sun-Fresh Lamp provides outdoor freshness. Lustrous finish is all porcelain inside and out. Electric model, just \$10 down, about \$3.00 a week in convenient monthly payments. Other Kenmore Dryers from \$119.95.\*

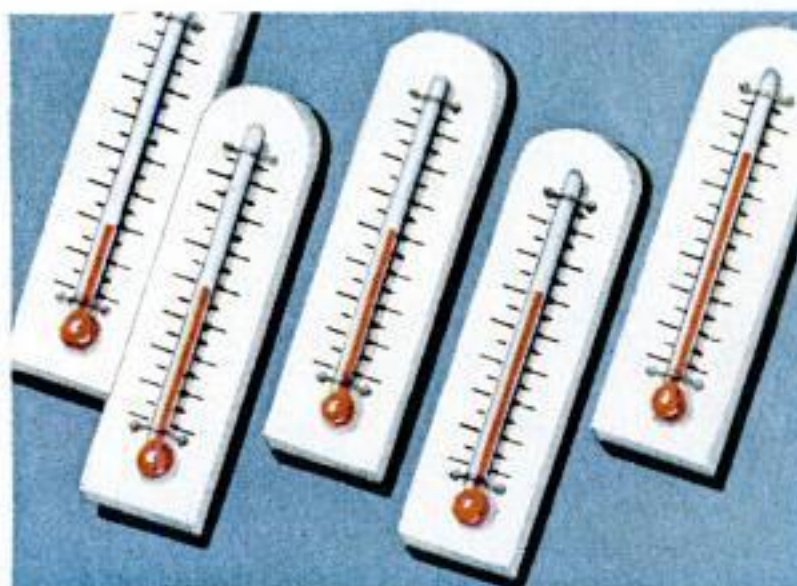
(Prices may vary in some areas)

*Compare Lady Kenmore washer features—see them at Sears!*



### Always the correct water level!

No matter what the load . . . from one pound to ten . . . the new Lady Kenmore water level selector automatically gives you just the right level for efficient washing and rinsing!



### 5 washing temperatures!

Hot, medium, warm, cool, cold—the right temperature for any fabric. Only Lady Kenmore offers you such a safe range of water temperature plus your choice of cold or warm rinse!



### Exclusive "Roto-Swirl" Agitator!

Uniform, deep-cleaning agitator action whirls the clothes as it rotates the water . . . sends suds surging through your clothes, completely eliminates "no-wash" areas in the tub.

*Compare Lady Kenmore dryer features—see them at Sears!*



### Exclusive Air-flow attachment

Only Lady Kenmore has this exclusive extra feature at no added cost. You can convert your Lady Kenmore into a luxury hair dryer . . . or use dryer to take the chill off your room!



### New Easy-Clean Lint Trap

Safety Lint Light shows when trap needs cleaning. Trap slides out easily from top of machine. No bending or stooping is required to remove trap for cleaning!



### 5 different drying temperatures!

Dial "hot" for heavy fabrics; "medium" for colored cottons, linens; "warm" for silks, wool; "low" for new miracle fabrics; "air" for fluffing pillows or bedding.

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**\* LOW PRICES! SEARS DOES NOT ESTABLISH ARTIFICIALLY HIGH "LIST" PRICES IN ORDER TO ALLOW SO-CALLED "DISCOUNT" SELLING. SEARS ORIGINAL PRICES ARE LOW PRICES.**

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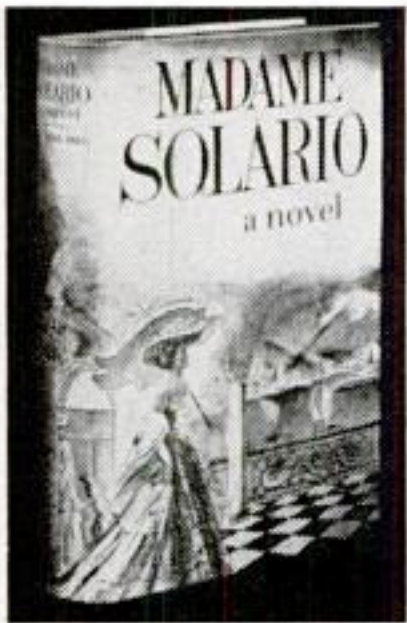




MRS. HUNTINGTON WRITES IN SITTING ROOM OF SUSSEX COUNTRY MANOR HOUSE WHERE SHE WROTE "SOLARIO"

## Sensation Gets an Author

Last fall a novel of somewhat mysterious origins, *Madame Solario* (Viking), appeared on U.S. best-seller lists. It was a rich, slow-moving melodrama of life at a Lake Como resort around 1902, and against this gay setting it told broodingly of an illicit affair between the elegant Madame Solario and her brother. There was no author's name given on the book jacket (left) or title page. This only increased speculation that such a grim story, anonymously recalled, must be partly autobiographical.



Months later, as the astonishingly successful book had a runaway sale in England and was translated into nine other languages, its author was revealed by the *London Express*. The author was no *femme fatale* but an elderly literary gentlewoman named Mrs. Gladys Parrish

Huntington, living in the backwater of Kensington. Born in the '90s in Philadelphia, Mrs. Huntington was the daughter of a wealthy Quaker. She had indeed spent her summers on Como as a girl. But, she said, she had neither a brother "nor any great friends who were devoted brother and sister." She got the idea for her book, she insists, from her imagination and the name "Madame Solario" had come to her in a vision in Rome when she was 17.



AT LAKE COMO, locale of novel, Gladys Parrish stood in 1913 with nephew Lorenzo. Her family had own villa at Como and summered there for years.

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—get a real cold tablet!



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# THE LOWELLS OF MASSACHUSETTS

**RALPH LOWELL**, head of today's senior branch of the Lowell clan, sits in his house in Westwood outside Boston. Above his head is Harvard honorary degree which, as is Harvard's custom on diplomas, latinizes the name Ralph to "Ranulphum."



**REVEREND JOHN**, a Unitarian, is shown in this half of an old diptych as he sits at head of table with ministers of different denominations of Newbury, Mass. Motto reads, "In essentials, unity; in nonessentials, liberty; in both, charity."

## The descendants of a famous family carry on their great tradition

**T**HE Reverend John Lowell took his seat at the head of the velvet-topped table and smiled benignly at his fellow clergymen—and thus (*above*) an unknown artist caught him, showing a man of dignity, self-assurance and evident common sense. That was in Massachusetts, two centuries ago, and even then the Reverend John had four generations of Lowells behind him in America. Much the same look of confident good humor was caught by a modern camera recently on the face of Ralph Lowell of Boston (*opposite page*), Reverend John's great-great-great-grandson, and head of the main branch of the family today.

In the six generations between the Reverend John and Ralph, successions of Lowells have left a remarkable impression on the nation's life and history. Two Lowells were notable poets. Four were federal judges. One was a famous college president. A Lowell was instrumental in the birth of industrial New England. A

Lowell discovered a planet he never saw. Lowells have traditionally helped run Harvard and Massachusetts Institute of Technology. They founded the Lowell Institute in Boston and the Lowell Observatory in Flagstaff, Ariz.

Though Lowells have always been inveterate travelers, their focus, since Reverend John, has always been Boston and its suburbs. And though they have been ambitious as anyone else, long tradition has taught them to measure success in useful citizenship rather than in wealth. Centuries of dedication to their community has made them one of America's first families. On these pages, starting with the Reverend John, *LIFE* presents the Lowells of the sixth to ninth generations (*pp. 128, 129*), the illustrious 10th (*pp. 130, 131*) and the Lowells of today (*pp. 132-137*) who are, as Harvard's honorary degree citation recently described Ralph Lowell, "worthy bearers of a famous name."



# THE SIXTH TO NINTH GENERATIONS



**"OLD JUDGE,"** John Lowell (1743-1802), son of Reverend John, Federalist, was patriarch of family's main branch, founded Boston's first U.S. bank.



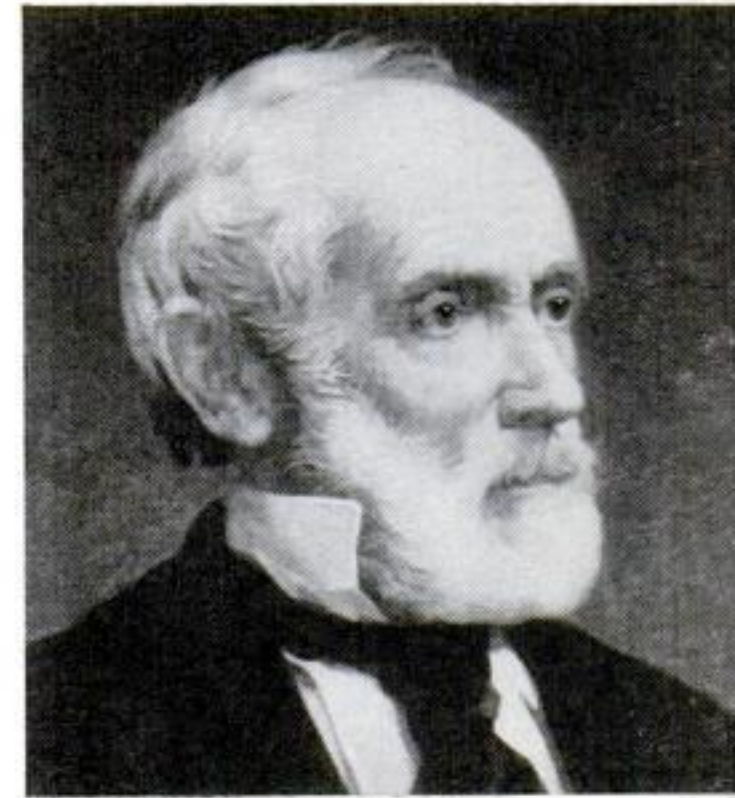
**"THE REBEL"** John (1769-1840), headed family after Old Judge, was brilliant lawyer and Federalist pamphleteer against War of 1812.



**FRANCIS CABOT** (1775-1817) invested in shipping, lands in Maine, docks in Boston, built Lowell cotton mills and fattened the family purse.



**REVEREND CHARLES** (1782-1861) was the pastor of West Church in Boston for 50 years. It was he who bought the family house, Elmwood.



**JOHN AMORY** (1798-1881), The Rebel's only son, was bank director at 24, ran mills, helped to found Lawrence, Mass. and choose six Harvard presidents.



**LOOKING AT THE PAST** in his dining room, Ralph Lowell points a finger at a portrait of his ancestor, Old Judge Lowell of the sixth generation. Hanging behind Ralph is a portrait of John Junior, the traveler, a Lowell of the eighth generation in the U.S.

## From judge to famous poet

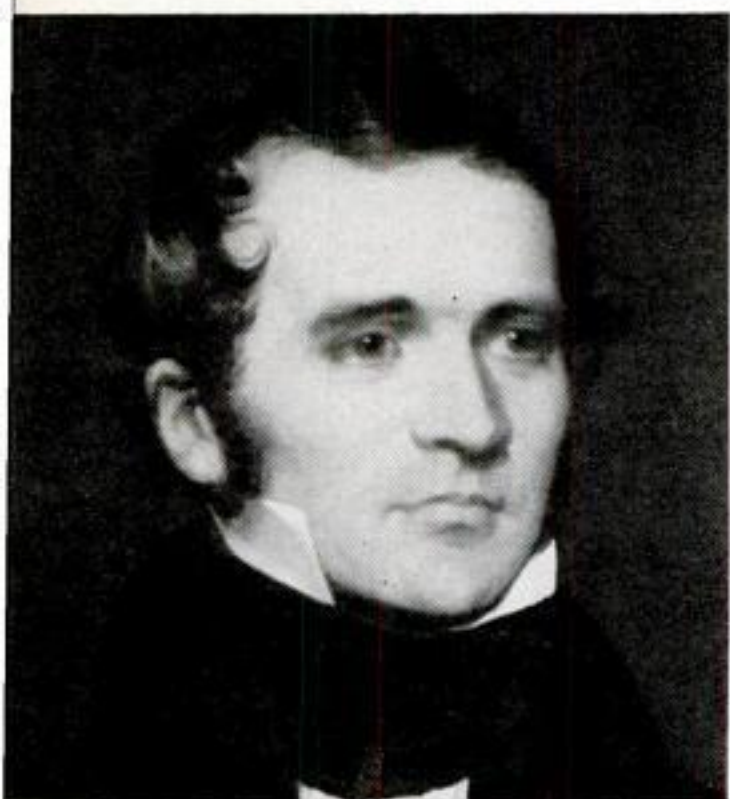
Before he died the Reverend John added to the family crest the motto, "Seize Opportunity." The Lowells that followed (*above*) took him at his word. The four next generations got their greatest impetus from the Reverend John's son, John, called the "Old Judge." A fine lawyer, he made a fortune in the 1770s untangling privateer prize claims and was a member of the Continental Congress. He married three times, first a Higginson, who bore him a brilliant son, John, known as "The Rebel" because he opposed the democratic currents of his day. The Old Judge's second wife, a Cabot, bore him Francis Cabot, who went to England, studied cotton mills, memorized their techniques, then unknown in New England, came back to build the mills which made New England an industrial power. The Old Judge's third wife, a Russell, bore him a son, Charles, who fathered the poet, James Russell Lowell.

The later Lowells spread around the globe. John Junior set out to follow Marco Polo's route around the world. In Egypt he wrote a remarkable will setting up the present Lowell Institute. He survived a shipwreck, saw Ethiopia, died and was buried in Bombay. But the most dashing was "Beau Sabreur," a fearless Union cavalry colonel who, mortally wounded at Cedar Creek, remounted and led a last charge.

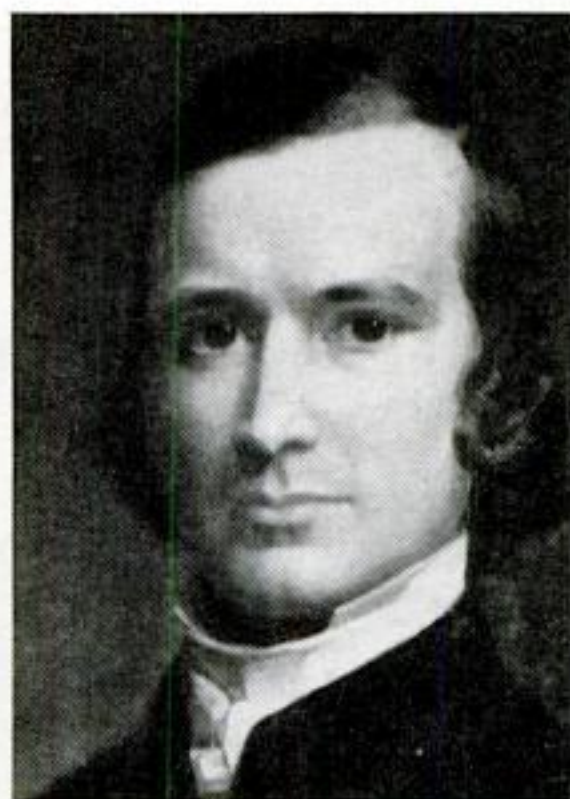
**ELMWOOD**, built in 1767, is house in Cambridge where James Russell Lowell was born, lived most of his life and died. It has been willed to Harvard.







**"JOHN JR."** (1799-1836), son of Francis Cabot, made money in textiles. He founded Boston's Lowell Institute for the education of adult Bostonians.



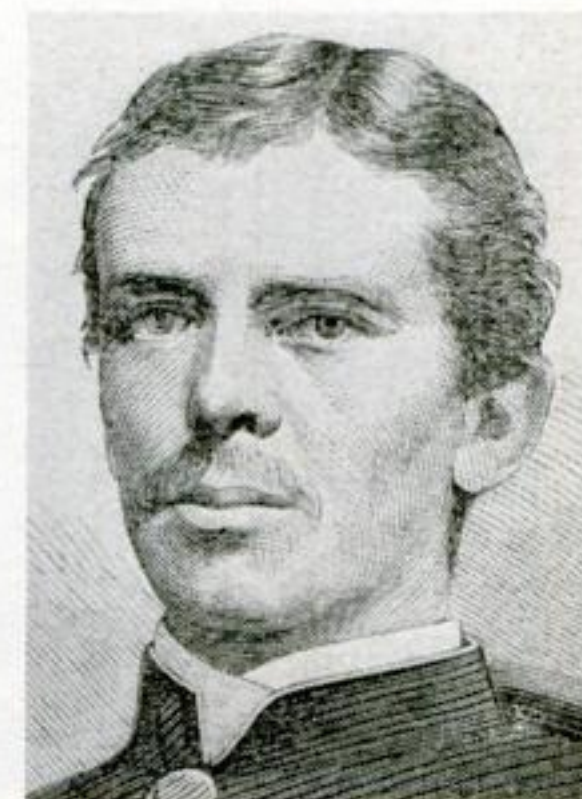
**ROBERT SPENCE** (1816-1891), son of Charles, went from medicine to the church, preached in Bermuda, was a missionary, college professor.



**JUDGE JOHN** (1824-1897), son of John Amory, was a lawyer, bankruptcy specialist and the last District Court judge appointed by Lincoln.



**AUGUSTUS** (1830-1900), son of John Amory, was financier, served on boards of many banks and mills, gave big boost to family fortune.



**"BEAU SABREUR,"** Colonel Charles Russell Lowell (1835-1864), dashing Civil War cavalryman, died before learning he was made brigadier general.



**JAMES RUSSELL LOWELL** (1819-1891), poet and diplomat, is shown in this last picture made of him in his favorite study at Elmwood. James Russell went to Harvard, became a lawyer at 21, then turned to his real love, poetry, using his

verse to attack slavery before the Civil War. A critic, satirist and editor of the *Atlantic Monthly*, he took the chair which was vacated by Longfellow at Harvard, then served as minister to Spain and was a much admired ambassador to England.





**POETESS AMY** (1874–1925), daughter of Augustus, lived at Sevenels, near Boston, traveled a great deal in Egypt and Europe, was lively, loved flowers. She fought for better schools, smoked cigars, drove in a claret-colored limousine.



**ASTRONOMER PERCIVAL** (1855–1916), named after the first Lowell to arrive in America in 1639, spent years in Japan. He led the first mission of Koreans to the U.S., believed that Mars was inhabited, founded the Flagstaff observatory.



**ARCHITECT GUY** (1870–1927) served with Red Cross (*above, right*) in Italy in 1917–18, was first American to be decorated for valor by Italy. He built many big houses near Boston, three Harvard halls, the New York County Court House.



**LOWELL HOUSE** at Harvard has bust of President Lowell in courtyard (*foreground*). It and other Harvard houses were built with gift from Yaleman Edward S. Harkness in 1930, fulfilling Lowell's dream, a system of separate college units.

## The tenth, most illustrious generation

The 10th generation of Lowells entered the arts, science and education, and they did it with their traditional casual scorn for the commonplace. Amy, a vigorous and argumentative young woman, became a poet, and a good one. Her experiments with free verse sparked a new interest in poetry in America. She became a leader of a group of poets known as Imagists. Percival became an astronomer. He plotted the orbit of an unseen planet which was discovered after his death and christened Pluto, after

his initials. Guy became a successful architect, managed Percival's observatory, painted and wrote books and died in Madeira of a stroke. Of the four best-known of the generation Abbott Lawrence Lowell most closely resembled the Old Judge and The Rebel. Choosing like them a career of law and letters, he became president of Harvard at 52, first Lowell to hold this position although for only one decade in 13 before him had Harvard been without a Lowell somewhere on its faculty or boards.





**PRESIDENT'S HOUSE** (left) at Harvard was designed by Guy Lowell, was given to university by A. Lawrence Lowell while he was still its president.

**HARVARD'S PRESIDENT**, A. Lawrence Lowell (1856-1943), walks in Harvard Yard. He served 24 years, raised endowment from \$22.5 to \$128 million.



## RUSSELL-SPENCE



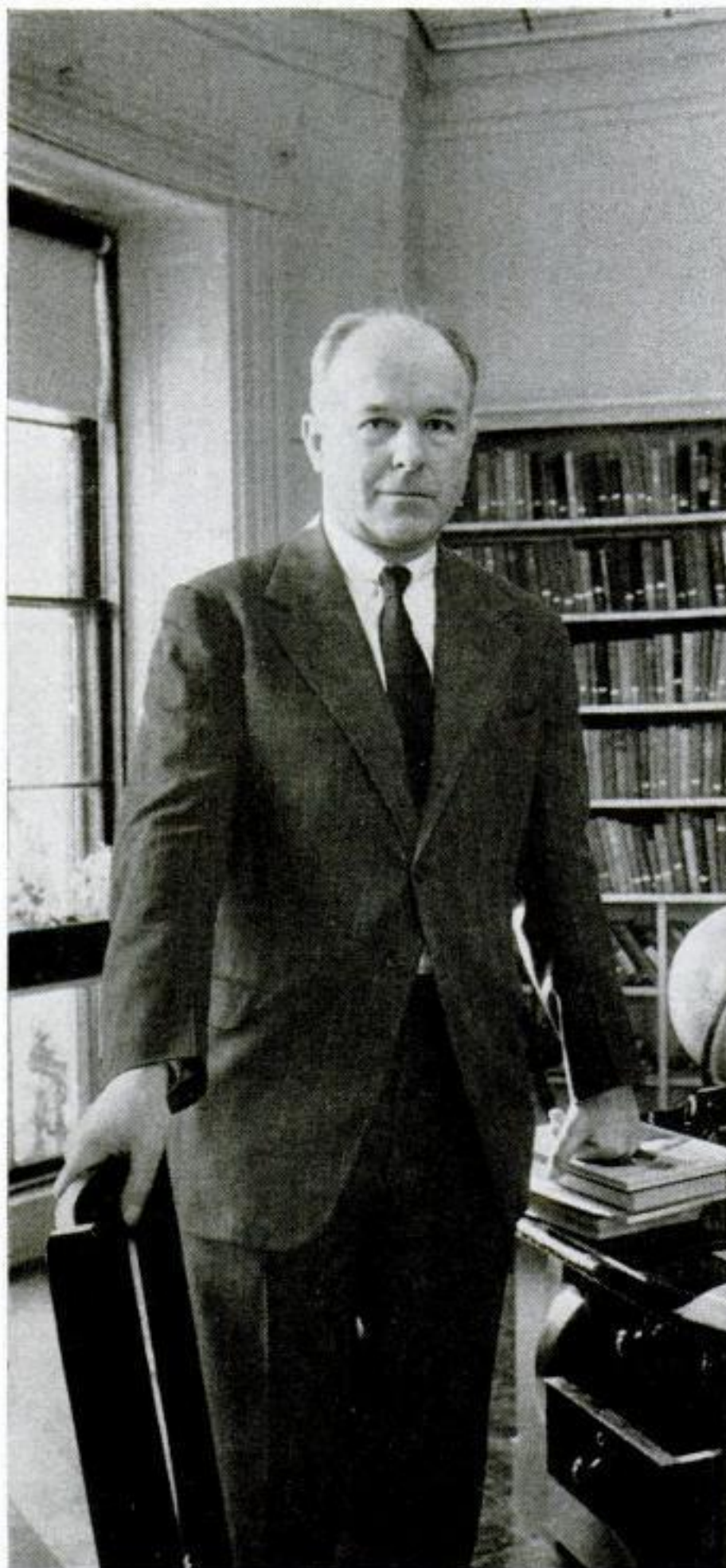
## Three separate lines with common loyalties

The Lowells of today identify the different branches of their family with names taken from the distaff side of which they are very proud. The descendants of The Rebel, who married an Amory, are known as the "Higginson-Amory" line. Those who spring from Francis Cabot, who married a Jackson, call themselves Cabot-Jackson. And the heirs of the Reverend Charles, who married a Spence, are identified as the Russell-Spence line. The descendants of the Old Judge quickly multiplied, but they kept pretty much to themselves, often marrying cousins.

Asked if he could explain the relative prominence of the Old Judge's descendants compared to other Lowells in America, Ralph Lowell says, "That's simple. My family was careful in selecting women to marry." Today the 11th and 12th generations of Lowells take their separate lineages fairly seriously. Geographically they are starting to scatter, but, as the pictures on these pages show, they still tend to relive the tradition of the family and stick to the arts, professions and general good works.

**POET**, Robert Trail Spence Lowell, and wife Elizabeth Hardwick show baby daughter. Fourth of family to bear his name, he won Pulitzer prize in 1947, is member of National Institute of Arts and Letters, lectures at Boston University.

## HIGGINSON-AMORY



**TEACHER**, James Arnold Lowell, has been head of Park School, in Brookline, nine years. He graduated from Harvard ('21), returned for graduate work.

**LAWYER**, James Hale Lowell, sits in Boston office. He served in artillery in World War I, later signed up as able seaman, then opened law office.







## CABOT-JACKSON



**MEDICAL DIRECTOR** of New England Hospital, Dr. Alice Lowell is the sister of Francis and Mariana.



**MUSICIAN**, Mrs. Jacques Barzun, born Mariana Lowell, is the wife of a noted professor, scholar and writer.

**DOCTOR**, Francis Cabot Lowell, and wife, Elizabeth Shureliff, pose with their three sons, Francis Cabot Jr. (*left*), Charles Russell (*center*) and Thomas Homer. Active in research, he has done original work in allergic and pulmonary diseases.



**HOUSEWIFE**, Mrs. Augustus Thorndike, sister of Ralph and wife of Boston surgeon, heads local Colonial Dames and numerous Boston civic boards.

**ARTIST**, Lady Berkeley, born Mary Emlen Lowell, lives in Rome where she is well known for her aid to Italian children and her interest in cultural affairs.





**PATRON OF THE ARTS**, Ralph Lowell, president of Boston Museum of Fine Arts, is shown two rare Rembrandts by Director Perry Rathbone. The portraits are the only two English people that Rembrandt ever painted and are among his rare

full-length studies. They show a minister of a Puritan-like denomination and his wife, and were bought by the museum from a French family in Paris. As president, it is up to Ralph Lowell to oversee the museum's purchasing program.





**BANKER**, president of the Boston Safe Deposit and Trust Company, Ralph Lowell discusses banking problems with his son, John, who is a vice president.

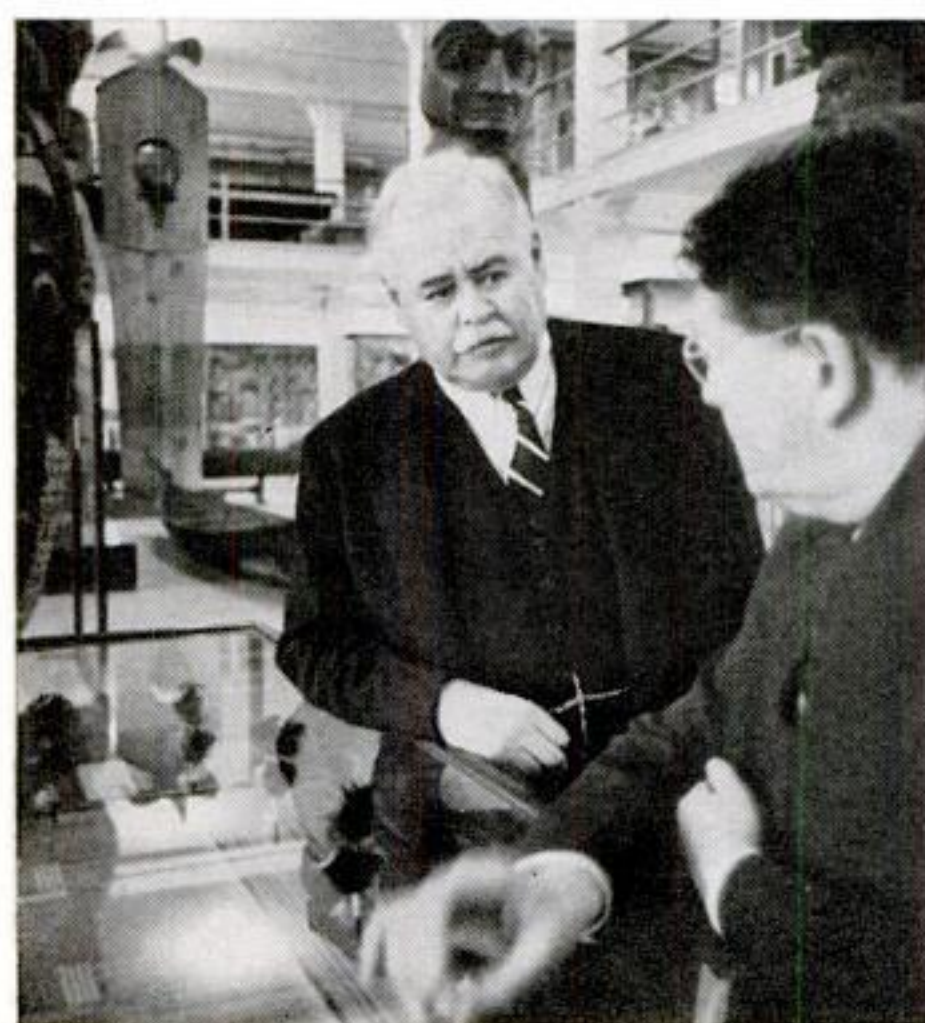
**ADMINISTRATOR**, member of the corporation, highest governing body of Massachusetts Institute of Technology, Lowell leaves M.I.T. campus (right).



## Many tasks for the leader of the clan

Senior member of the senior branch of his family, Ralph Lowell took naturally to the role. He attended Harvard ('12), took the traditional trip abroad. Visiting the Philippines he came home via the Trans-Siberian Railway. He served in the Army (lieutenant colonel), then settled down as a Republican, Mason, clubman and reasonably wealthy banker.

To many this would be enough, but it was just the framework for Mr. Lowell, a man of culture, humor and deep interest in his community. At the moment he serves actively on boards and committees of 65 organizations, including half a dozen hospitals, a dozen welfare organizations and many businesses. He is a member of the corporation of M.I.T. and Northeastern University and is chairman of the executive committee of the board of overseers at Harvard. To accomplish his monumental daily schedule he lives quietly, entertains rarely, insists on punctuality. Said one of his sons proudly, "We Yankees aren't dead yet."



**ANTHROPOLOGIST**, Chairman of Visiting Committee on Anthropology, Lowell consults Professor John Brew at Harvard's Peabody museum (left).

**EDUCATOR**, sole trustee of the Lowell Institute, Lowell discusses the budget of institute-sponsored WGBH-TV, a nonprofit educational TV station.



# A gathering of three present generations

Ralph Lowell's children and grandchildren live scattered around him in Boston's suburbs so family group reunions are unnecessary and rare. According to custom, they take place on alternate Thanksgivings and Christmases, leaving one of the holidays each year free for the children to spend with their families-in-law. Because they are a homey family, the Lowells' ties are close—and much as they have been in the past. In his book, *The Lowells and Their Seven Worlds*, Ferris Greenslet, the family's biographer, has a description of the Lowells in Ralph's father's day. "They never made their home, it was made for them by their wives. And what a home! Hospitable, comfortable, always homelike, always full of the children and grandchildren. . . . Everyone knew everything about everyone else every day down to the latest baby's last rash or tooth."

The picture at right shows their latest gathering, all present but Ralph's daughter, Mrs. Theodore Wales, her husband and son. Grouped around Ralph Lowell, they link the family's illustrious past to the promise of its future.



**RALPH'S HOUSE** in Westwood belonged to his wife's family, the Lorings, who trace ancestry to William Ellery, Declaration of Independence signer.

**RALPH'S FAMILY** gathers in solarium at Westwood—five of his six children, from John, the oldest, to James, the youngest, and 11 of 12 grandchildren.



James Grew Wheeler  
and Emlen Lowell Wheeler

Mr. and Mrs. Ralph Lowell Jr.  
and daughter Amy, 1

Charlotte Lowell, 10, John's daughter,  
with brother William, 1

Mary Wheeler, 7,  
daughter of James Grew Wheeler

Mary Lowell, 5,  
John's daughter





Lucy Lowell Grimm, daughter Charlotte, 1,  
and Roland Grimm

John Lowell Jr.,  
10th of his name

James Hale Lowell II

Mrs. John Lowell and her husband  
with Evelyn Lowell, 4, daughter of Ralph Jr.

Mr. and Mrs. Ralph Lowell

Ralph Lowell III, 6

James Grew Wheeler Jr., 3

William Wheeler, 4





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- POWER NET GIRDLE**—firm control... feather-light comfort. Nylon panel. **1.98**
- POWER NET PANTY**—trims pounds... weighs ounces. Nylon panel and crotch. **1.98**
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# HEAD OF HAIR FOR A HEAD OF SKIN



**GETTING WIG CHECKED**, Brynner stands as Costume Designer Ralph Jester does a little adjusting.

Now Hollywood has come close to going too far. It has carpeted wall-to-wall—or ear-to-ear—the shining noggin of Yul Brynner. The gleaming dome that glinted so sinisterly on the King of Siam in *The King and I*, on the Pharaoh of Egypt in *The Ten Commandments* and on the coniving Russian general in *Anastasia* has vanished under a rug of human hair. In his next role as Jean Lafitte the pirate, in Cecil B. DeMille's first movie musical *The Buccaneer*, Brynner is a bewigged brunet.

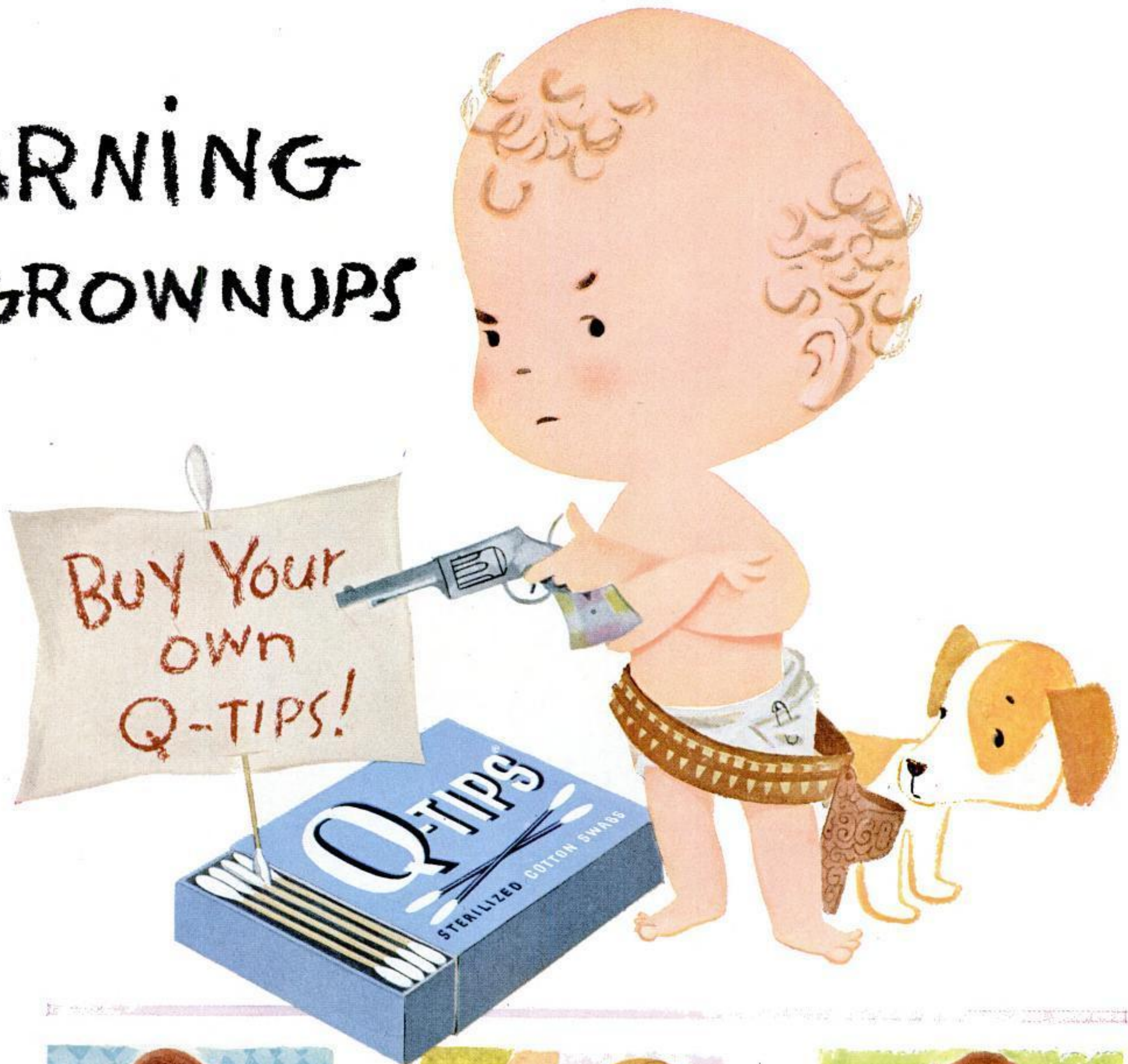
To keep his head silk smooth for the wig's stickum, Yul shaves far back of his ears every morning. (He is really bald only in front.) Then spirit gum is smeared on and the wig combed over it, holding so tightly that it will rip before it can be pulled off. To get the wig off at night applications of acetone, an ingredient of some nail polish removers, loosen the glue and bring back Brynner's basic baldness.

**IN UNFAMILIAR HAIR AND SWASHBUCKLING HERO'S ROLE, YUL LUNGES AT COACH JEAN HEREMANS IN DUEL DRILL**





# WARNING TO GROWNUPS



Everybody  
deserves 'Q-Tips'...  
they're so handy  
so many ways.  
But stealing 'Q-Tips'  
from a baby  
is a crying shame!  
So don't raid the nursery.  
Keep a box of 'Q-Tips'  
in every room!



Need a *good* glue dauber?  
Put a 'Q-Tips' on the job!



Give little injuries the loving touch:  
first aid with 'Q-Tips'.



Great bric-a-brac cleaners —  
they get into the grooves!



Keep pets p-u-r-r-ing;  
groom with kitten-soft 'Q-Tips'.



Magic touch for make-up:  
'Q-Tips' blend it alluringly.



Gentle treatment for plant leaves:  
dampen 'Q-Tips' to remove dust.



After shave or shower,  
these ear "mops" are just the thing!







# Full-blown Floral Spring

## BIG PRINTS FLOURISH BY DAY AND EVENING

Long regarded as the dowager's one splash, flower prints—grown more gaudy than a seed catalogue and brighter than the wildest solid colors—are bursting forth this spring in rich and showy profusion. Replacing polka dots, stripes, checks and geometric patterns, these strong all-over prints are being used for everything from coats, hats, shoes and tailored pants to soft, full-skirted dresses or skinny, floor-length evening gowns.

The new styles shown here in a floral setting painted by Photographer Francesco Scavullo, are from left: slim rose-printed silk evening dress with low back and a train (Traina-Norell, \$325); trellis design on a wool challis blazer (John Weitz, \$65), which can be worn over pants or a black sheath dress; scoop-neck dress of marigold silk (\$200) worn with an orange straw sailor wrapped in matching print (\$65, both Dior, New York); leaf-printed silk shirt and tapered pants (seated, B. H. Wragge, \$64); hooded, long-sleeved sheath dress in tropical print (Wragge, \$60); roses on loose silk shantung shirt and lined shorts (John Weitz, \$65) worn with rose-covered flat shoes (Capezio, \$10); back-flaring evening coat of anemone-printed taffeta (Scaasi, \$325); chiffon and silk dress printed with clover and wild roses (Claire McCardell, \$115) worn with matching toque (Emme, \$55); wide-skirted silk dress in poppy print (\$375) and cartwheel made of matching print (\$155, both Galanos). The colorful outfits can take generous amounts of matching beads or pearls (Marvella). Introduced at hothouse prices, these flower prints will soon be available through a wide garden-variety price range.



SEE THE ALL-NEW '57 RCA WHIRLPOOL WASHER—

# Only Built-in Lint Filter plus 2-speed washing plus money-saving Suds-Miser!



## See no lint

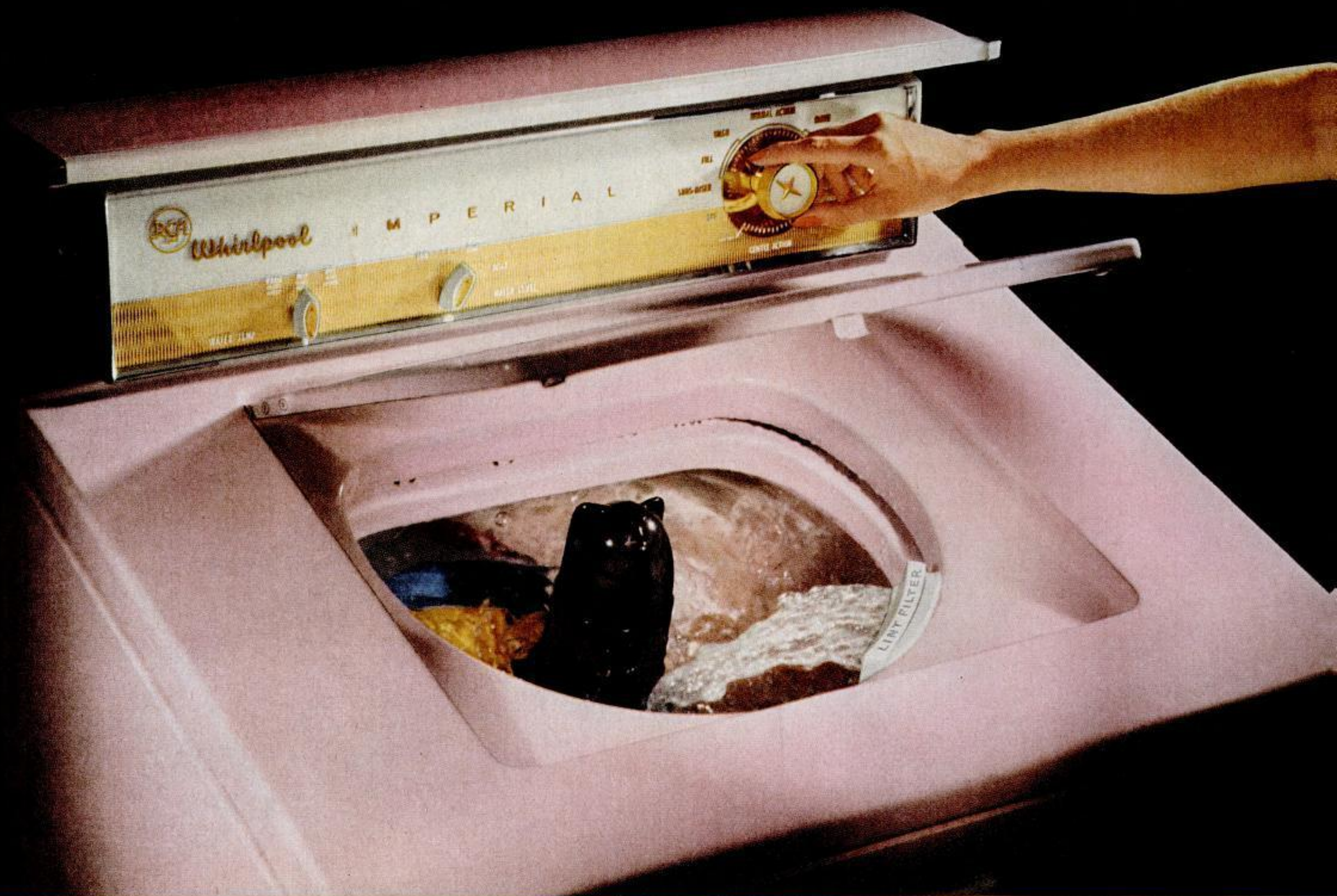
New built-in lint filter removes that annoying lint, grit and soap-scum.

## See no damage

2 agitator speeds—*Normal* for regular laundry, *Gentle* for delicate fabrics.

## See no waste

Famous Suds-Miser® saves you soap, hot water and money every washday.



## No lint on your clothes—and no tray in your way!

Gone are the white specks from your husband's dark socks! Gone is the "snow" from corduroys and sweaters—the grit and soap-scum, too! This lint filter works all the time, automatically, even when water level is low. And it's built right into the rim—nothing to put on or take off.

All these other features are built in, too—2 washing speeds, 7 automatic rinses and

Suds-Miser; automatic water control (infinite level, 3 temperatures) and an Ultra-Violet germicidal lamp; full 9-pound capacity. See the new RCA WHIRLPOOL Imperial automatic in all-porcelain white or new Matchmaker colors—pink, yellow, green—at your RCA WHIRLPOOL dealer's. Gas or electric dryers, too, in the same smart colors!



# Whirlpool

AUTOMATIC WASHERS AND DRYERS • FREEZERS • GAS AND ELECTRIC RANGES • ROOM AIR CONDITIONERS

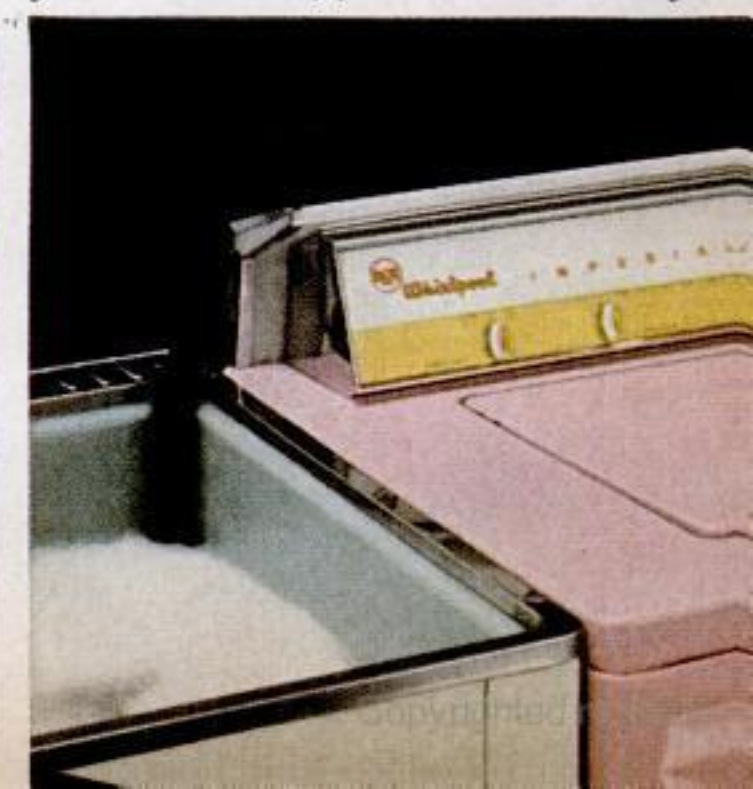
Whirlpool-Seeger Corporation, St. Joseph, Mich., (Use of trademark ® and RCA authorized by trademark owner, Radio Corporation of America)

Built-in lint filter slips out easily for cleaning. Just rinse and replace.

Normal speed for your regular wash—65 agitator strokes a minute get dirtiest denims clean.

Gentle speed eases dirt from finer things (42 slower, swishing strokes). Slower spin, too.

Exclusive Suds-Miser (optional) lets you re-use hot, filtered suds safely.







## ALSO FLOWERY PAJAMAS

The popularity of splashy floral prints is also bringing back dressy pajamas like those worn in the 1930s. The one-piece outfit above (Brigance, \$45) in nasturtium print has top cut like an evening dress. It is meant to be worn with jewels high heels for informal parties.



new



endust

**End dust scattering...  
Don't chase the same  
germ-laden dust twice**

No more scattering and resettling of germ-laden dust—no more going back over surfaces! With new O-Cedar Endust you do a faster, better job and dust less often. No scattering when you clean your mop, either, because this unique product converts dust into heavy lint particles that shake off into a newspaper or wastebasket. Perfect answer for anyone with dust allergy. Endust leaves no oily film—actually brightens polished areas. A little goes a long way—aerosol spray can lasts for weeks in average home. 6 oz. 98c. 12 oz. \$1.79. Money-back guarantee.



A light spray of O-Cedar Endust on mop, duster, cloth or cleansing tissue attracts and holds dust like magic.



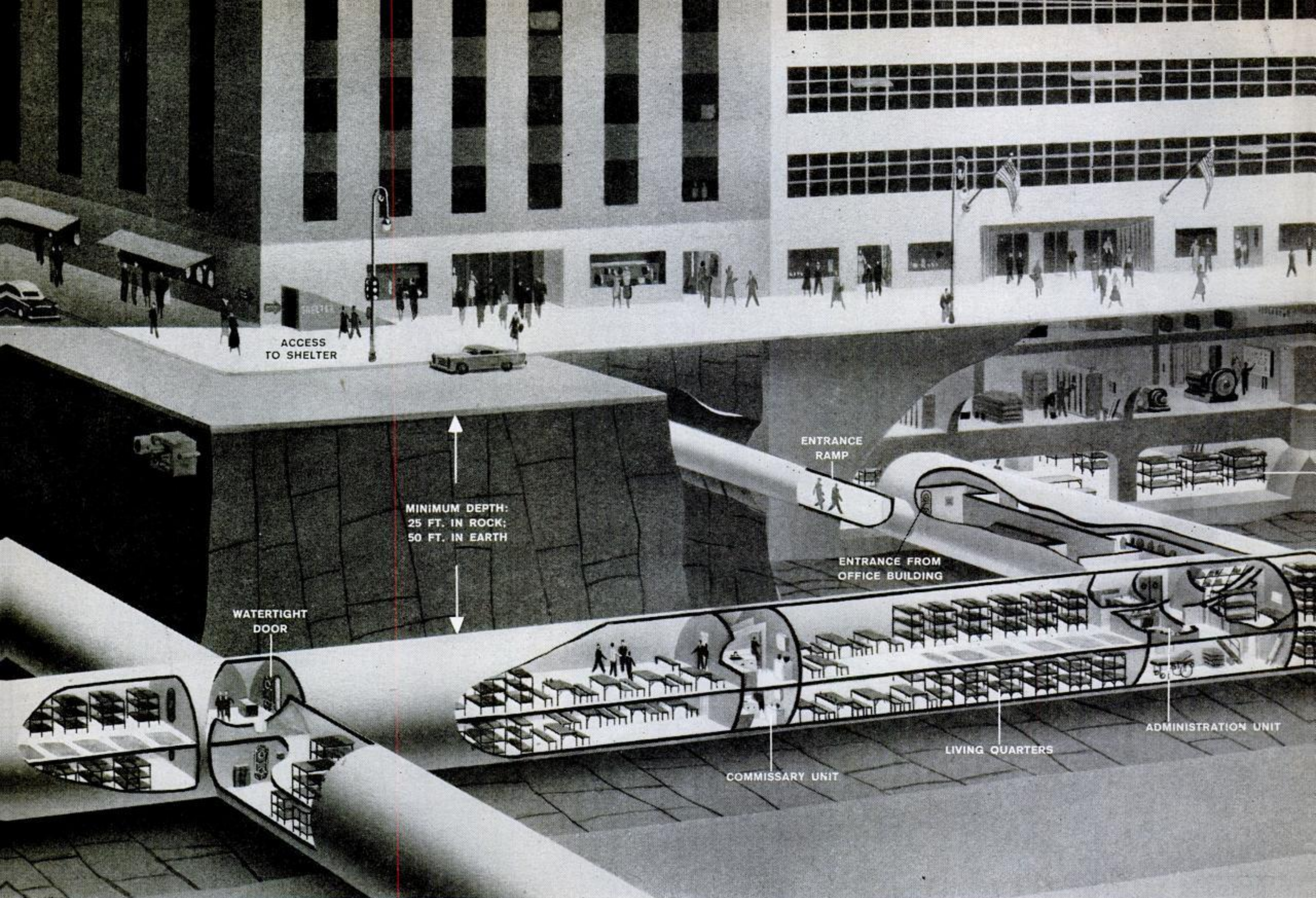
Endust converts dust into heavy lint particles that shake off neatly without scattering.



**O-CEDAR**  
Chicago, Illinois—Division of  
**AMERICAN-MARIETTA COMPANY**  
O-Cedar of Canada, Ltd., Stratford, Ontario



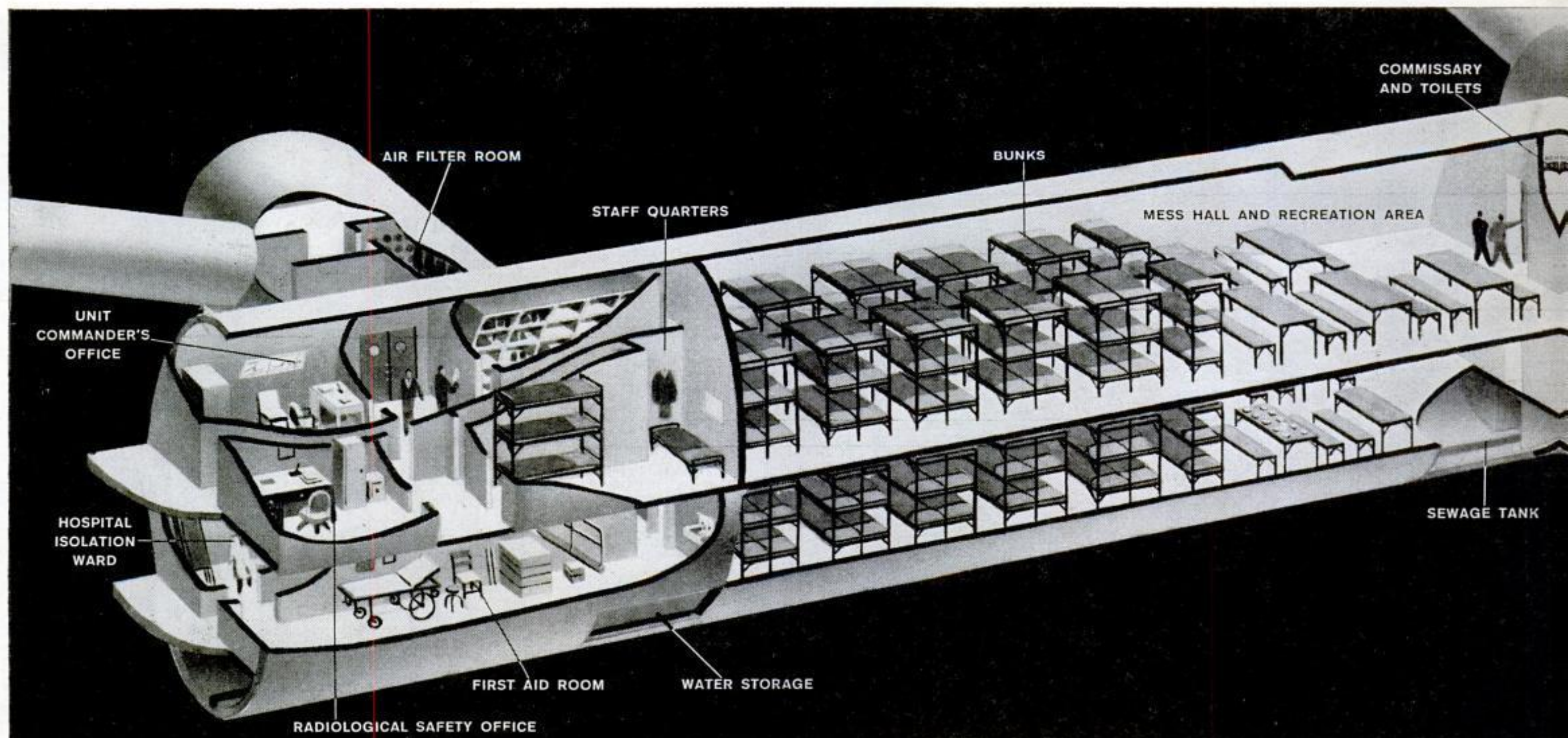




**NETWORK OF TUBES**, 20 feet in diameter and constructed of concrete, is proposed as underground shelter for industrial cities which, because they are

prime targets, must be prepared to withstand a direct attack. The tubes, which lie deep enough underground to shield them from blast, are built in 500-foot

# SCIENTIFIC BLUEPRINT

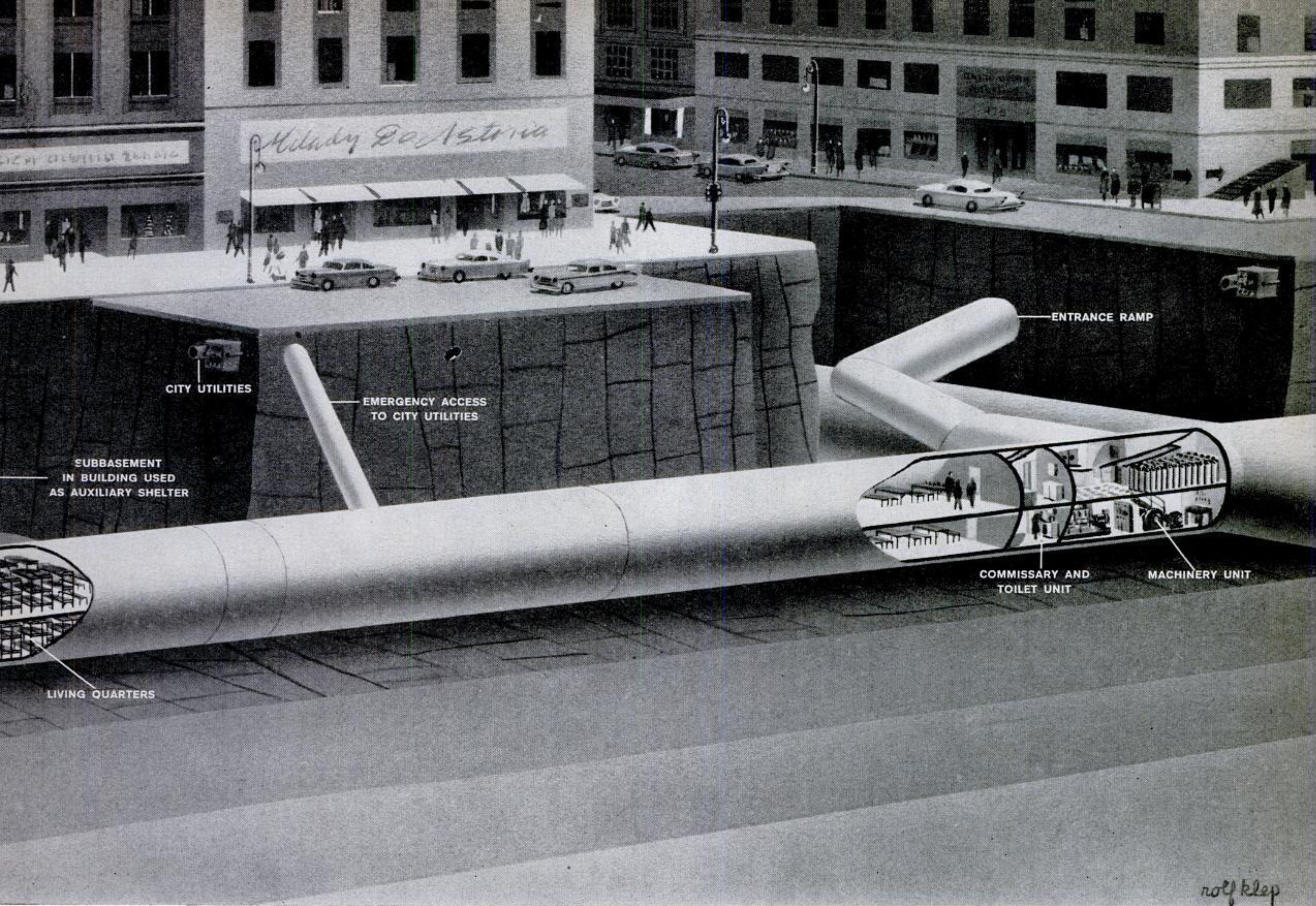


**DETAIL VIEW** of a city shelter like the one pictured at the top of the page shows administration.

living and machinery compartments. Though shelter could be linked with city utilities, it would have

its own emergency supply of electric power. Water would be supplied from storage tanks built into the

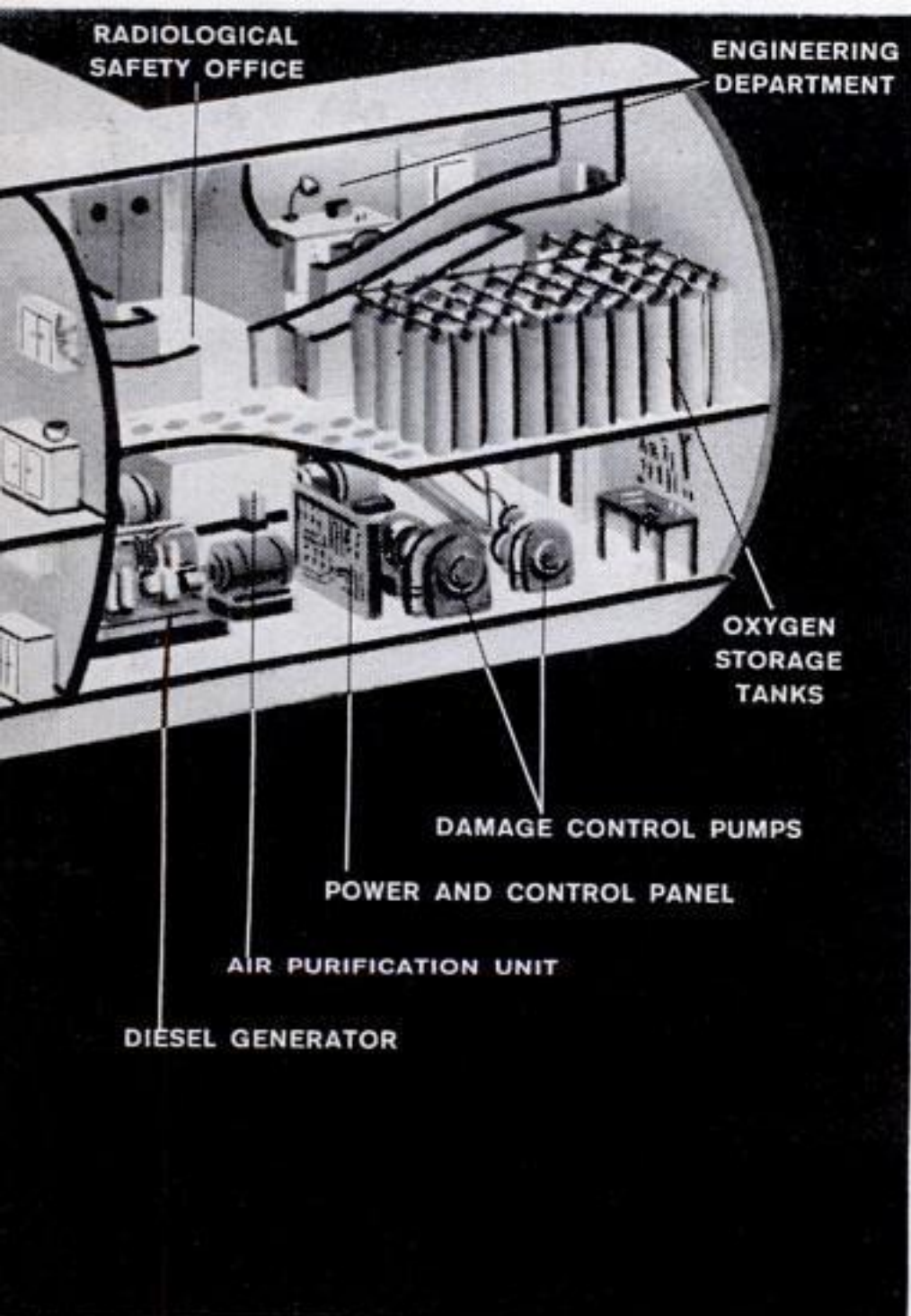




sections, each with its own commissary, medical facilities and air-conditioning machinery. Each section would provide space for about 1,000 people, with the

subbasements of adjacent office buildings used as auxiliary shelters to accommodate overflow. Existing subways systems could be adapted for use as shelters.

# FOR ATOMIC SURVIVAL



bottom section of shelter tube. Tubes would extend toward outer edges of city to aid in its evacuation.

## U.S., say experts, must build shelters which can also be useful in peacetime

The drawings on these pages illustrate phases of a monumental scheme which, its designers believe, may save the life of the U.S. in any future war. They are plans for a nationwide system of shelters to protect U.S. citizens in a nuclear attack. The need for shelters, a subject not willingly faced by most Americans, was brought into focus recently by Dr. Edward Teller, the physicist who is known as "the father of the H-bomb." Testifying before a congressional committee, Teller said, "It is necessary to provide every person in the U.S. with a shelter."



SCIENTIST TELLER

... I do not want to leave you with the impression that if we have shelters we shall be safe." But, he added, "the construction of shelters is something without which ... we cannot do."

The shelters shown here are based on studies made by the U.S. Naval Radiological Defense Laboratory, which Dr. Teller has cited as "the

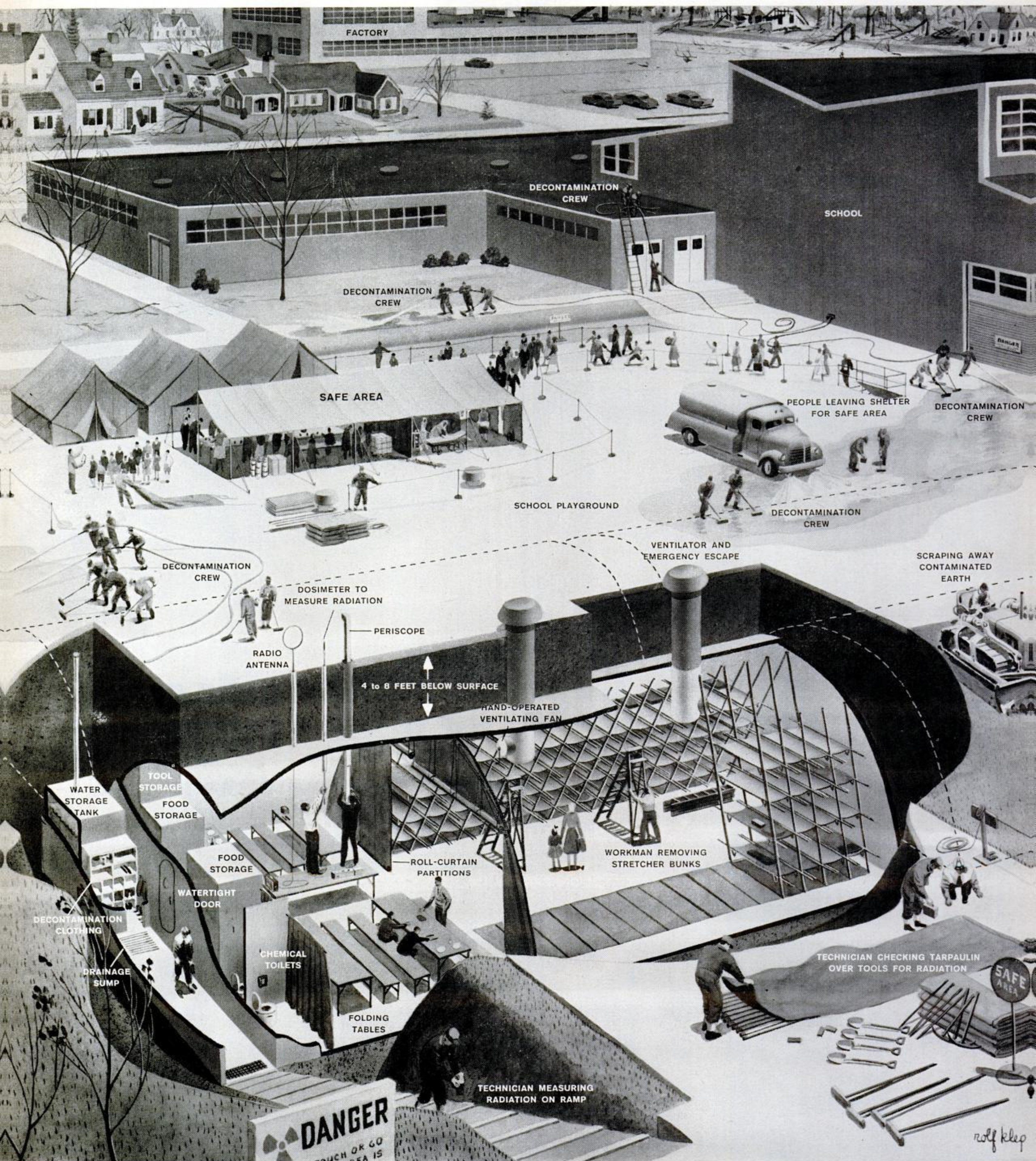
only place where this problem has been attacked in a consistent and reasonable manner." The shelter above would cost \$300 to build for every person it protected, and the total bill for the U.S. would run into billions. But the proponents of a shelter system consider this cost to be as essential to U.S. defense as the Army budget or funds for SAC. The burden, they say, can be eased by building shelters that will be useful in peace as well as in war.

The case for shelters has been specifically documented by another leading expert on civil defense, Willard Bascom. A research engineer, Bascom attended U.S. nuclear tests in the Pacific, has served as technical adviser on civil defense for the National Academy of Sciences and been called to testify on the subject before Congress. Starting on page 150, LIFE presents his proposals on ways to meet the country's urgent needs.



ENGINEER BASCOM





**SUBURBAN SHELTER**, designed to withstand the radioactive fallout, fires and minor shock waves resulting from a nuclear bomb dropped on a city several miles away, is shown as it would appear about five days after such an attack. A few houses in the background have been knocked flat by the blast. All of the surrounding area has been contaminated by the fallout and citizens leaving the shelters are carefully restricted to the immediate vicinity which has already been

thoroughly scraped and washed of radioactive dust. As decontaminating crews work to extend this space, which is outfitted with tents and food brought up from storage, other crews bring up hoses to decontaminate the adjoining school. While homes are cleaned and washed, inhabitants will live in the tents for one to two months until the meters show that the level of radiation has decreased enough to make the area safe. Each shelter holds 100 people, would cost \$6,000.

CONTINUED



If Grandma could only see the two of them! A minute later I had a picture...

...all ready to mail off to her!

# Snap it...see it!

How many times have you failed to take a picture like this one simply because it was just too much trouble?

With a Polaroid Land Camera there's no trouble. No complicated dials to fiddle with. No need to waste a whole roll just to see one picture. No back and forth to the store only to be disappointed if the shots you wanted most didn't turn out.

With a Polaroid Land Camera you see the kids doing something that would make a good picture and a minute later you've got the finished print. Zip, zip.

If Suzy blinks just as you snap it... or you don't get just the expression you want... with this camera, so what! Shoot it over and get a beauty.

But the practical features of this camera are actually only extras. The big thing is the *fun*. The *kick* the whole family gets passing these pictures around as fast as the camera turns them out. And what pictures! With the new Polaroid Land film the quality is just great.

Look. Drop into any store that sells cameras for a demonstration and see for yourself.

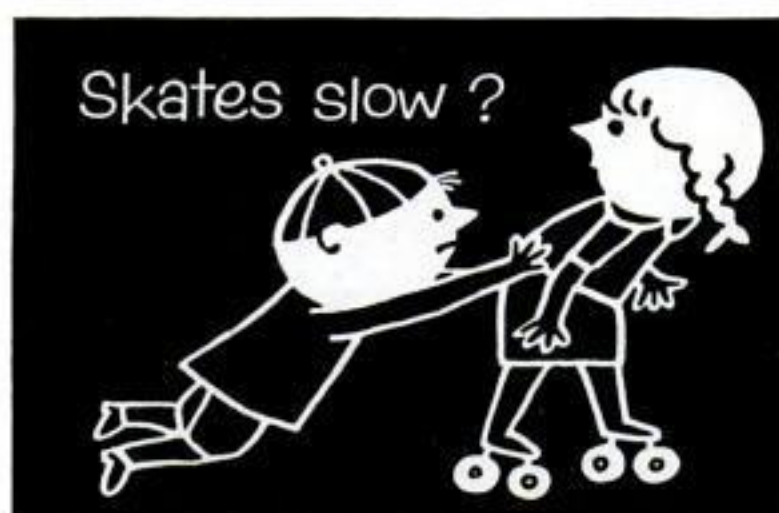
## Facts you may not know:

1. Today's Polaroid Land pictures don't fade—they last just like any other pictures.
2. It's easy and inexpensive to get all the extra copies and enlargements you want.
3. No complicated f-stops. Single dial controls exposure. This camera's a cinch to work.
4. This camera costs less than you think. Only \$1.50 a week at most stores.
5. 60-second pictures cost no more than ordinary pictures (no developing charges).

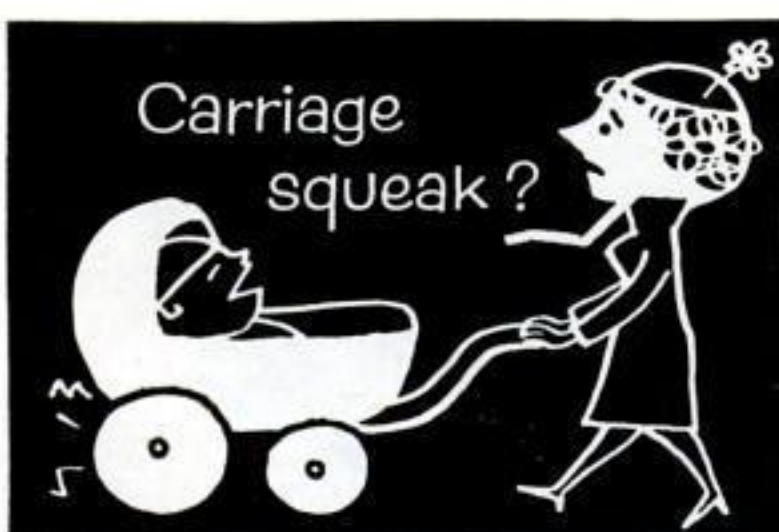
**POLAROID® LAND CAMERA WITH NEW PANCHROMATIC FILM**



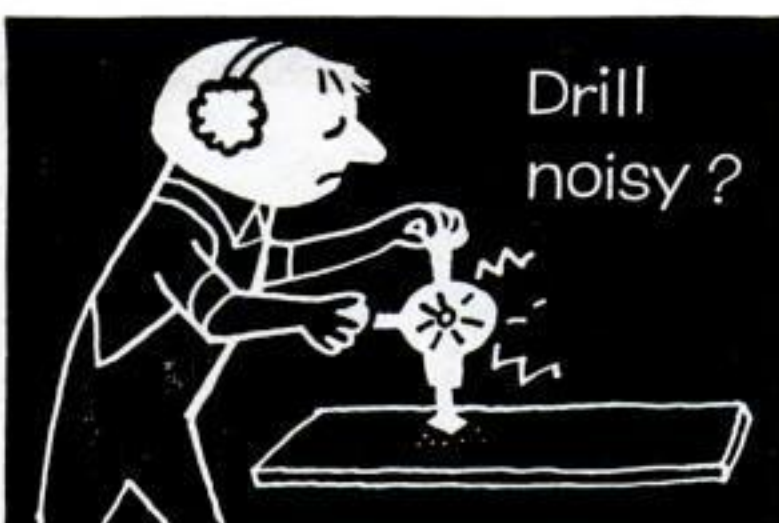
# FIX-IT TIPS with "3-in-One" oil



Wheels run free and fast again with a few drops of "3-in-ONE" oil. Lubricates. Contains a special rust inhibitor, too.



Oil wheels and springs with long-lasting "3-in-ONE." Penetrates, prevents rust. Lubrication lasts for months.



Hand drill, power drill—any tool will work better when oiled with "3-in-ONE." Protects moving parts perfectly.

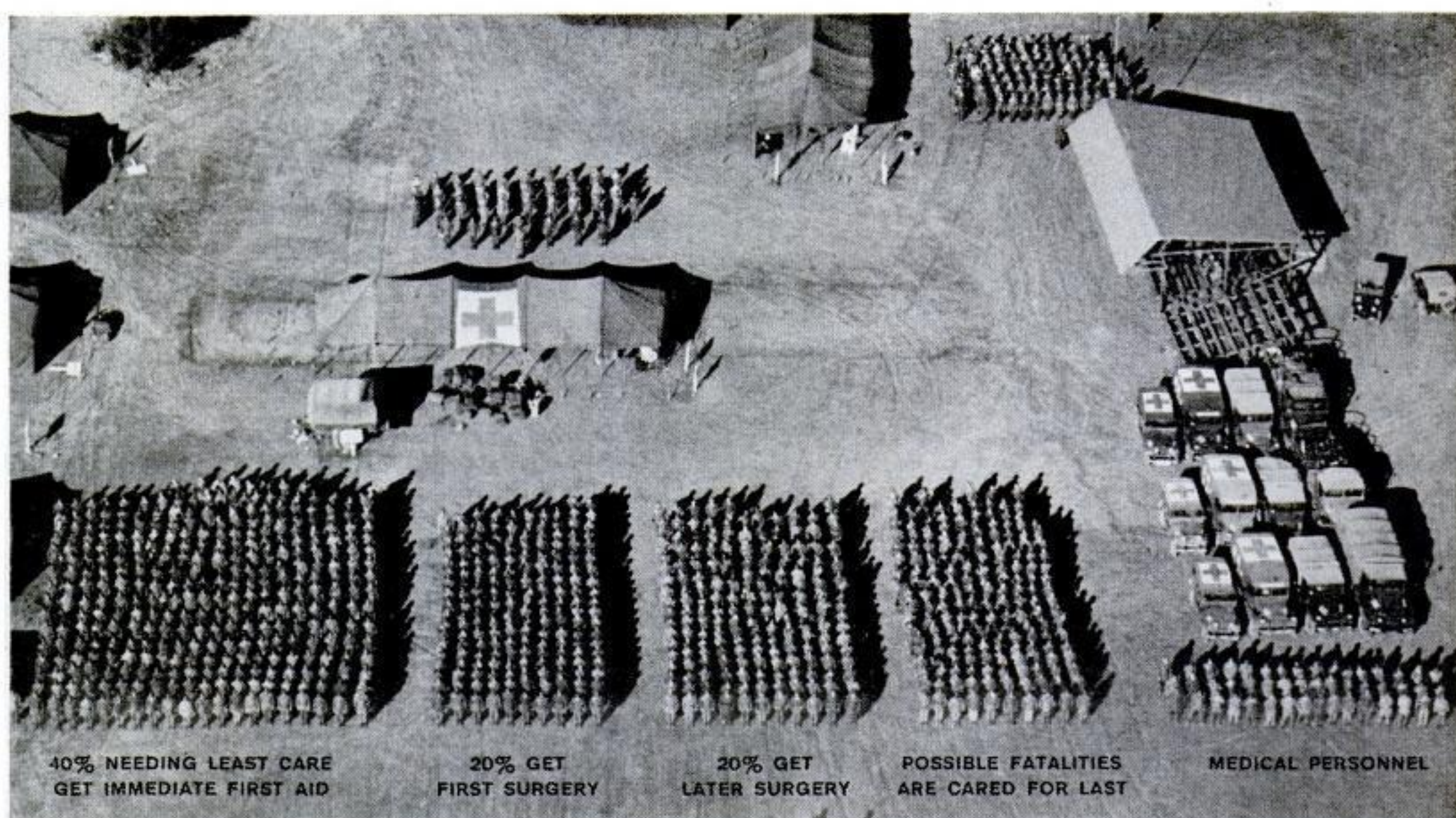


Oil moving parts sparingly with clean-working "3-in-ONE." Penetrates hard-to-get-at places—doesn't gum up.



Keep things moving with  
**"3-IN-ONE" OIL**

## ATOMIC DEFENSE CONTINUED



**PRIORITY FOR CASUALTIES** is demonstrated by a U.S. Army unit which came under mock atomic attack. According to medical officers, who say similar situations would be faced by civilian agencies in an attack, 40% of men would

suffer only minor injury and be cared for first so they could help take care of next two groups of more seriously injured. Those with least chance of recovery would be cared for last to make most practical use of medical facilities.

# 'DIFFERENCE BETWEEN VICTORY AND DEFEAT'

by WILLARD BASCOM

**T**HE nuclear bomb poses, for the first time in history, a serious direct threat to the American people. The means to annihilate our unprepared civilian population is already in the hands of our potential enemy and the need for preparation should be obvious. Yet the bulk of our population is totally unprepared today to meet a war emergency.

Our civil defenses are incomplete partly because the public is so little aware of its danger and partly because the few who have investigated the effects of nuclear attack tend to be overwhelmed by the horrors they foresee. There is a temptation to say, "What's the use?"

But there is a use. Civil defense is not a hopeless task. If war should come an adequate program could save millions of people. It could mean the difference between American victory and defeat. And although it cannot guarantee the survival of any specific person, it can guarantee that the U.S. will continue to exist and to work for the things that we believe in.

Civil defense could also be of great value in preventing a war. Our policy in foreign affairs is to take a strong stand against Soviet intimidation of our allies and the neutral nations. But a strong stand, with the threat of war it implies, may be meaningless if the enemy knows that our civilian population is virtually naked before an attack. Protective arrangements for the public would greatly strengthen the hand of our President in a crisis by increasing his bargaining capacity at the international conference table.

The development of adequate civil defenses will be expensive, difficult and time-consuming. Defenses cannot be prepared after a crisis is reached. They must be methodically increased over a period of years as a natural back-up to our military readiness. The most practical way to accomplish this is by emphasizing dual-use projects with

peacetime as well as wartime applications. The very fact that all-out nuclear war does not appear to be likely in the near future—one reason for the present indifference—gives us a chance to plan and carry out public defense programs at a pace that will not endanger our economy or cause any raised eyebrows in the world.

Before considering a detailed program of civil defense, we should understand the nature of the threat.

First we must face the fact that there is no complete military defense against atomic attack. Complicated defenses will be invented and improved but they will never be perfect. Nuclear explosives can be carried by planes, or, eventually, by missiles launched from submarines. In a few years intercontinental missiles capable of carrying the H-bomb may become a reality.

### High priority targets

**T**HE targets these might be aimed at cannot be predicted with certainty, but it seems likely that our air striking force, our air defenses and our centers of government, industry, communications, credit and shipping would have highest priority. However, since the effects of the explosions are far-reaching and since we can assume that many bombs and missiles will widely miss their targets, everyone in the country will be in danger.

There are three major effects of attack against which we must protect ourselves:

**IMMEDIATE PHYSICAL DAMAGE.** At the instant of nuclear burst there is a great flash of light and heat. People many miles away who are looking directly at the burst will be blinded, perhaps permanently. The heat from a relatively small A-bomb like the one that fell on Hiroshima is strong enough to ignite white paper or unpainted wood at 4,000 to

CONTINUED



# Get into the newest number on the highway



(And with the newest, greatest Dynaflow\* yet!)

COMING TOWARD YOU, on the highway, there's no mistaking the fresh new "face" of a 1957 Buick.

That massive, gleaming grille—that extra-wide expanse of panoramic windshield—say "Buick" and nothing else but.

The same holds true for that new low-swept silhouette—that bold new graceful styling.

And, going away, you glimpse a sauciness of fender-trunk-and-bumper assembly that all but flips its tail at you.

But what you *can't* see, from the outside, is the fact that this newness goes right straight through the car.

There's a brilliant new Variable Pitch Dynaflow—so *instant* in action—so full range and flexible in "Drive"—your need for "Low" is all but ended. And—when safety demands it—you can still switch the pitch for an all-out surge of top-performance power.

There's a spanking-new V8 engine that's 364-cubic-inches big—with hair-trigger response—and the highest horsepower in all Buick history.

There's an utterly new frame that "nests" body and engine for the lowest center of gravity any

Buick ever boasted—to let you take turns like a train on tracks. And a new front-end ball-joint suspension that gives you *levelized* braking—even on sudden stops.

But get the whole wonderful "inside" story from the right angle—right behind the wheel of a '57 Buick.

Go see your Buick dealer. And when you've feasted your eyes—give yourself the thrill of bossing a new Buick on the open road. See for yourself what a dream car it is *to drive*.

Do that right soon—like tomorrow, for instance.

BUICK Division of GENERAL MOTORS

\*New Advanced Variable Pitch Dynaflow is the only Dynaflow Buick builds today. It is standard on Roadmaster, Super and Century—optional at modest extra cost on the Special.

## SAFETY NEWS

Only Buick has the **SAFETY MINDER**

— a simple device that's a great boon to your safety. You merely preset the miles-per-hour you want. When you reach that pace, a warning buzzer sounds. Drop below that pace and the buzzer stops. Standard on ROADMASTER, optional at extra cost on other Series.



# Big Thrill's Buick

When better automobiles are built Buick will build them

☆ SPECIAL ☆ CENTURY ☆ SUPER ☆ ROADMASTER





The time to start taking vitamins is before you are born.

Your chances are much better, then, of arriving in a healthier condition. So suggest to your mother-to-be that she get enough vitamins. They'll help her, too.

The best way to buy vitamins is in the original packages manufactured by nature—in fruits, vegetables, eggs, milk, meats, fish and whole-grain cereals. People who do not eat enough of these protective foods may appear to be well fed, but they cannot do their best work and get the most pleasure out of living, because of vitamin deficiencies. Vitamin capsules or tablets taken daily as a diet supplement help to correct such vitamin deficiencies.

Look with distrust, however, on any suggestion of self-medication with vitamins to cure any condition. Do not run the risk of letting some serious disease go too long while you fool yourself by taking vitamins which may have nothing to do with your case.

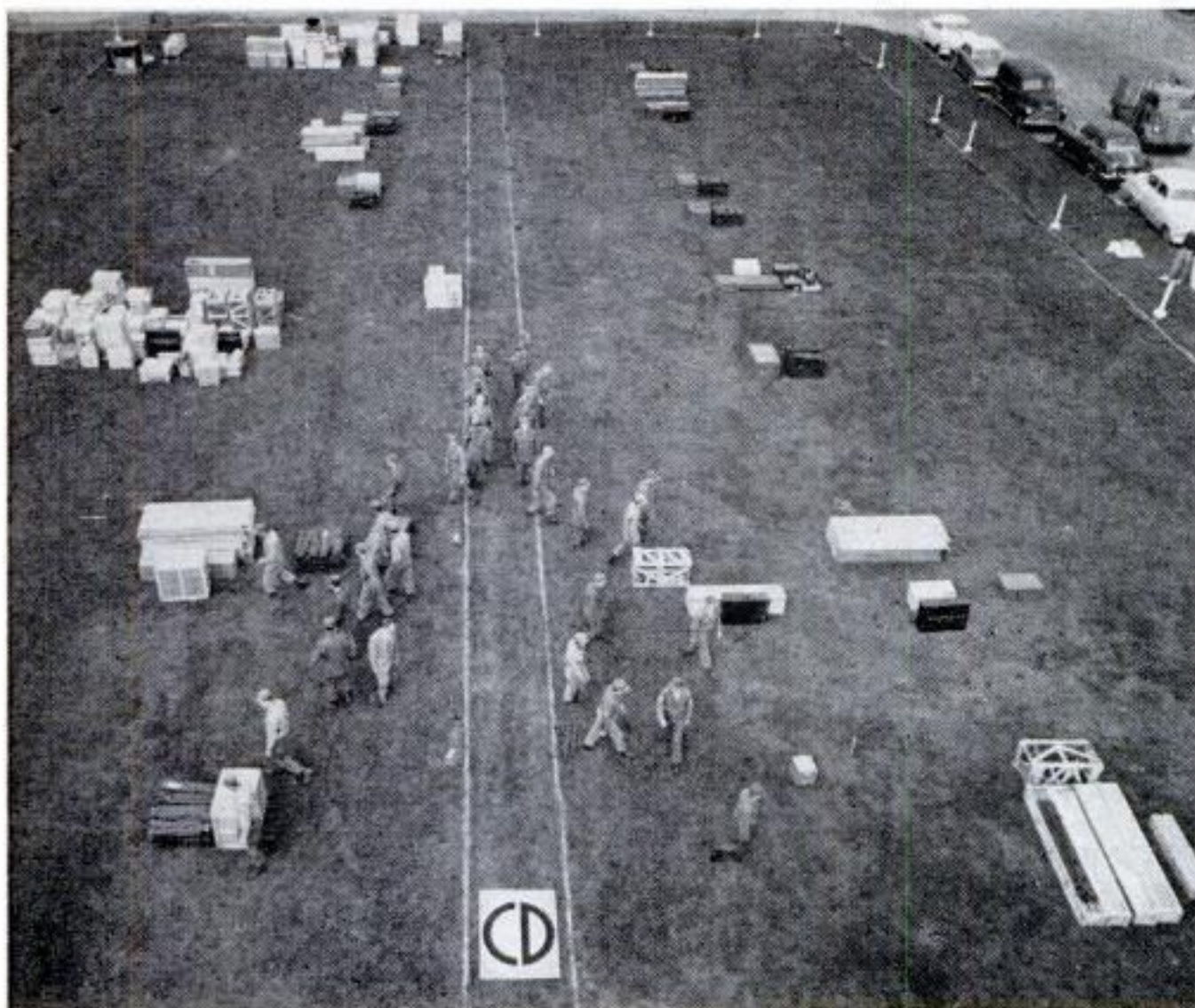
No vitamin can cure disease of the nerves, bones, blood, liver, kidneys, heart or digestive tract except in certain cases which only a doctor can recognize and treat. If you are sick see your doctor. Let him use his skill and judgment to decide what you need.

For more information about a good diet and the proper uses of vitamins, ask your pharmacist for a free copy of the Squibb leaflet "Hidden Hunger."

# SQUIBB

*For 99 years Squibb has made fine drugs, many of which are life-saving in the doctor's hands. Others are in common daily use.*





**PACKAGED HOSPITAL**, one of 1,200 now stored near U.S. cities for use by civil defense agencies, consists of crated equipment (*top*) which can be set up by 30 men in four hours to provide 200 beds and surgical rooms (*bottom*). It has no kitchen but would be set up at schools or churches which do.

## ATOMIC DEFENSE CONTINUED

6,000 feet and to burn human skin or ignite newsprint at 5,000 to 10,000 feet, depending on the amount of haze in the air. The blast pressure 3,000 feet from the center is 15 pounds per square inch—the equivalent of doubling atmospheric pressure. Our bodies can stand fairly rapid and substantial pressure changes, but many of the things around us cannot. Injuries to people are therefore much more likely to be caused by falling structures or flying objects than by the blast pressure itself. Glass, for example, may be flung about by as little as one-half pound per square inch of pressure (at Hiroshima people were seriously cut by glass over five miles from the explosion) and brick walls may be toppled by only three or four pounds per square inch.

The effect of a hydrogen bomb is, of course, many times greater than that of the A-bomb: in a 10-megaton H-bomb explosion that extra 15 pounds per square inch of pressure would be felt 24,000 feet away instead of only 3,000 and it would last eight times as long.

Besides producing immediate radiation, heat and blast, nuclear explosions endanger life by the lingering radiation they release. It is the fallout of radioactive particles that poses the greatest danger at a distance from the explosion. The all-penetrating gamma radiation kills body cells and reduces resistance to infection. Protection against these rays will be a major problem.

**PSYCHOLOGICAL EFFECTS.** In the past our enemies have employed psychological warfare with considerable talent. They would certainly use it in any future attempt to destroy the U.S. This form of warfare exerts its greatest power over people who are poorly informed about natural phenomena and who are likely to be terrorized by things which they do not understand. The possible hazards

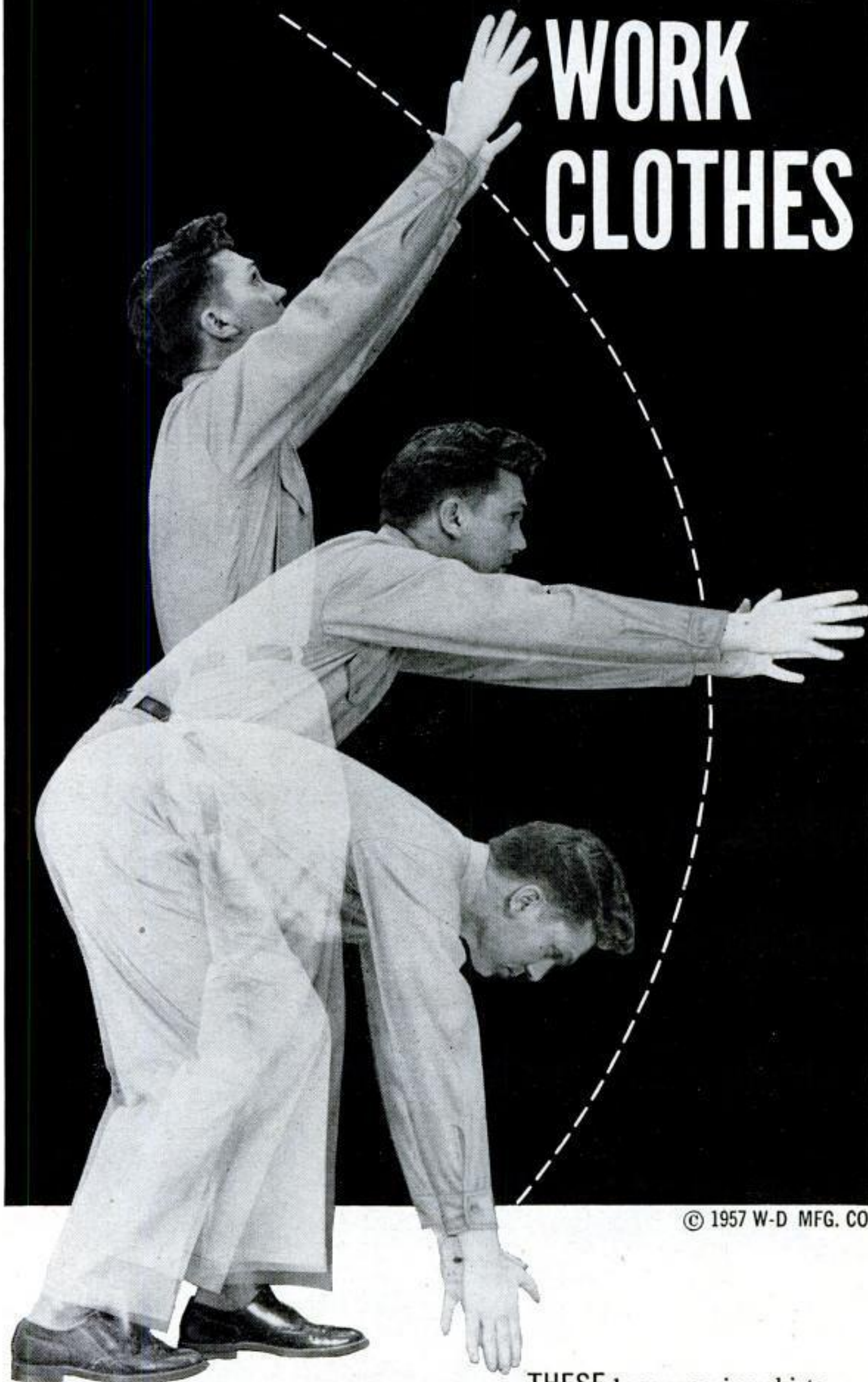
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In a bind on the Job?



get **Dickies**

# Action-Fitted WORK CLOTHES



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THESE long-wearing shirts and pants work *with* you, through bending, twisting, reaching, lifting... whatever your job requires. That's because DICKIES are the ACTION-FITTED work clothes.

Whatever your build, DICKIES graduated pattern tailoring gives you neatness combined with comfort. Made of carefully selected army twill, every DICKIES garment is fully Sanforized.

Get a lot more for a little more... get

**Dickies**

Williamson - Dickie Manufacturing Company

509 W. Vickery Fort Worth, Texas

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of radiation, germs and chemical warfare could make every innocent bit of dust seem a radioactive fragment, every smoky cloud a poison gas attack and every ant a deadly germ, and make people afraid to eat, drink, breathe, go out of doors and mingle with others. The terror resulting from ignorance could paralyze large numbers of the people on whom national recovery and support of damaged areas would depend.

**GENERAL DISRUPTION.** A public which is confined in shelters or scattered to unfamiliar areas will have great difficulty caring for itself. People whose homes are destroyed will be threatened by the weather until they can be relocated or housing facilities can be rebuilt. They will be threatened by hunger until food processing and distribution systems can be reconstructed and farm products harvested. They will be threatened by sickness until drugs can be distributed and sanitation systems restored.

Finally, many people accustomed to easy living and much comfort may regard the loss of material things as the end of everything and may lack the spirit to continue. It seems possible that an attack could disrupt our society so completely that the ability to continue an organized fight would vanish and we would not be able to rise up again, reorganize and carry on—during the war or in the subsequent peace.

People who say they do not wish to survive amid the debris of nuclear war do not seem to realize that America is much more than the sum of its physical assets. Those it can lose, if it must, without irreparable injury. It is much more important that we do not lose the desire to maintain our part of the world in the freedom and democracy it has always symbolized.

#### A built-in defense

**S**UCH are the dangers. A defense must be devised that seems likely to counter them. Its goal should be the best protection we can *actually* provide rather than the best that is *theoretically* possible; it must get public support by being based on more durable motivations than fear or horror; it must offer a promise of better and more secure living; it must be made an effective part of our war deterrent; it must be built into our way of life.

The responsibility for this, as with all forms of national defense, rests with the federal government, which must provide the leadership, the over-all planning and much of the financing. A real civil defense requires the following measures:

1. There should be general public understanding of enough of the physical and biological effects of nuclear explosions so that people can take the best possible protective action before, during and after an attack.

A federal program to encourage the study of basic physical and biological science in schools at all levels would help prepare the public for both peace and war. Weapons effects should not be emphasized in such studies. Instead, the understanding of radiant heat or sunshine, of thunder, combustion engines or deep-sea diving problems, of X-rays—all things within common experience—would make possible an easy understanding of the similar thermal, blast and radiation effects of nuclear weapons.

Subsidies might be offered providing part or all of the support for the additional teachers, books and training aids required by schools that would accent science courses. A scholarship program would make it possible for good students to continue with these studies and for teachers to keep up with new developments in science education. Another possibility would be federally financed, university-produced TV programs, filmed and live, dealing with the same subjects.

Of all the bets that the U.S. can place on itself to ensure a bright peacetime future and contribute simultaneously to its defensive capabilities, this seems to be the most attractive.

2. Stout shelters are required, well equipped and provisioned and easily accessible to all people, especially while they are at home.

Evacuation of the crowded centers of assumed target areas has been ardently proposed as an alternative to shelters. At best it would be an interim measure usable by some if the time between warning and attack is relatively long. Arguments for or against evacuation as a policy have hinged more often on whether it is feasible to move cars out of town rapidly than on whether it is the best thing to do for protection. As one measure that may help reduce casualties from direct bombing by manned aircraft, evacuation is worth consideration so long as it does not block a more permanent defense. Permanent defense means shelters.

It is possible to build shelters which will offer protection anywhere outside of the bomb crater (even within the atomic fireball) either by making them of very thick concrete or by excavating

CONTINUED



*"I'll take  
the Sportsman type...  
any time!"*

*Man's idea: rugged after shave lotion,  
with just enough sting to make you shiver  
... a little. 150 proof. \$1. plus tax.  
Sportsman...a great line for a man.*

© 1957 RICHARD HUDNUT

## EX-LAX HELPS you toward YOUR NORMAL REGULARITY ... gently ... overnight!



**TAKE EX-LAX AT NIGHT** and don't let constipation be a problem. Pleasant-tasting EX-LAX acts gently, effectively—won't disturb sleep.



**NEXT MORNING**, enjoy the closest thing to *natural* action. No embarrassing urgency. No upset with gentle-acting EX-LAX.

**MEDICAL LITERATURE REPORTS PROOF** that the laxative ingredient in EX-LAX acts in two important medical ways to relieve constipation.

1—Unlike some laxatives, EX-LAX acts in the large intestine, not the stomach. Does not rob vital nutrition...does not interfere with normal functions of your system.

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Well, if I were you, Mrs. Curtis, I'd take Pepto-Bismol. For upset stomach, it works where soda and alkalizers fail.

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Take Hospital Tested Pepto-Bismol®... and feel good again!



**EVACUATION OF CITIES**, tried in this practice drill held in 1954 in Spokane, Wash., is considered by Bascom as only a stop-gap in civil defense.

## ATOMIC DEFENSE CONTINUED

them in solid rock. Perhaps in densely populated areas near obvious targets, or for the protection of valuable facilities or workers, such high-strength shelters will have a place. Outside of this relatively small area, whose location cannot be forecast, shelters of somewhat lesser strength appear to be more economical and offer many other advantages.

Well-protected areas already exist in cities, in the form of deep basements, subways and the like, which could readily be developed into shelters. New shelters can be most efficiently created by the construction of dual-purpose facilities which are kept in constant use in time of peace. For example, most cities seem to be in chronic need of transportation facilities, such as parking garages, bus and railroad terminals, or roadway underpasses. These are designed to bear heavy loads and could be adapted for use as shelters in an emergency. The federal government might subsidize construction of underground parking garage-shelters just as it does that of ocean liners which can be converted to wartime use as troop transports. The cost of such structures would in many cases be self-liquidating.

Most Americans spend about three quarters of their time at home, so the obvious place to have shelters which can be quickly reached at any time is in or near the home. There people will have the security of familiar surroundings and will be able to provide themselves with supplies from the house even when contact with the outside is cut off for several days. Although unattractive by comparison with ordinary living conditions, a family shelter should be incomparably more pleasant than a communal shelter shared with strangers of varying tastes and habits.

### How to get shelters built

**A** FEDERAL program is needed to stimulate the construction of such shelters. One or more of the following inducements might be offered: more favorable financing for homes with shelters, making materials or prefab shelter units available at low cost, providing property tax benefits for shelter owners (justifiable because it would be unnecessary to provide public shelter facilities for people who have their own) or offering actual cash of up to two thirds the total cost to shelter builders. As an absolute minimum effort a social atmosphere must be created in which a person can provide a shelter for his family without being regarded as an idiot or an alarmist by his neighbors.

One way of demonstrating government faith in the advisability of having shelters would be to build them for the families of the fighting men on or near military reservations, especially at Strategic Air Command bases and other likely targets.

3. A warning system should be established capable of arousing the attention of everyone in the country within the few minutes that will be available in the era of missiles so that all can quickly receive instructions and take protective measures.

To the present air raid sirens which are effective in densely populated areas must be added a system of warning devices which will be more efficient in suburban and rural areas. One promising means of reaching into each home is via radio receivers which can be modified to monitor continuously for a broadcast warning.

It has been estimated that a system capable of warning 95% of the people in the U.S. could be built and maintained for about 80¢

CONTINUED





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**FIRST NATIONAL GRAND PRIZE**

**BRUNETTE**

1/3 Early Times  
1/3 Coffee Liqueur  
1/3 Cream  
1 bar spoon of sugar.  
Shake ingredients with ice and serve in a whisky sour glass. No garnish needed.  
Created by: Joseph Schroeder, Wilmington, Del.  
A Dessert Drink Award-Winner

**SECOND NATIONAL GRAND PRIZE**

**K.C. COOLER**

1 1/2 oz. Early Times  
1/2 oz. Black Raspberry Syrup  
1 oz. Lemon Juice  
2 oz. Ginger Ale  
Shake ingredients with ice. Pour into 12 oz. glass over ice cubes. Add ginger ale.  
Created by: Alfred T. Hasenzahl, Kansas City, Mo.  
A Cooler Award-Winner

**THIRD NATIONAL GRAND PRIZE**

**QUICKIE**

1 oz. Early Times  
1 oz. Light Rum  
1/4 oz. Triple Sec  
Shake with ice and strain in 3 oz. cocktail glass.  
Created by: Joseph Nitcavic, West Holyoke, Mass.  
A Before Dinner Award-Winner

**EARL OF MANHATTAN**

1 1/4 oz. Early Times  
2 dashes Bitters  
1/2 oz. Sweet Vermouth  
1 dash Curacao  
Stir with ice. Serve on-the-rocks with lemon peel.  
Created by: Fabian C. Fuentes, Wilmington, Del.  
A Before Dinner Award-Winner

**MISSILE**

1 1/2 oz. Early Times  
1/2 oz. Brandy  
Dash of bitters  
1/4 tsp. Curacao 1/4 tsp. Powdered Sugar  
Stir with ice. Strain into cocktail glass. Add lemon peel.  
Created by: Anthony Russo, Norwood, R. I.  
An After Dinner Award-Winner

**ROYAL GRENADIER**

2 oz. Early Times  
Juice of 1 orange  
Juice of 1 lemon  
1 oz. Grenadine  
Tonic Water  
Shake well with ice. Pour into tall glass over ice cubes. Fill with Tonic Water and garnish with orange slice and cherry.  
Created by: John A. Xenos, New York, N. Y.  
A Cooler Award-Winner

**Early Times**  
Kentucky Straight Bourbon Whisky  
ESTABLISHED 1890

Serve these easy-to-make recipes at your next party. Your drinks will have the touch of genius!

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All these drinks were built around the remarkably good taste of Early Times. Early Times is so good that...of all the whiskies made in Kentucky—and these are the world's best—Kentuckians themselves choose Early Times over all other straight whiskies!

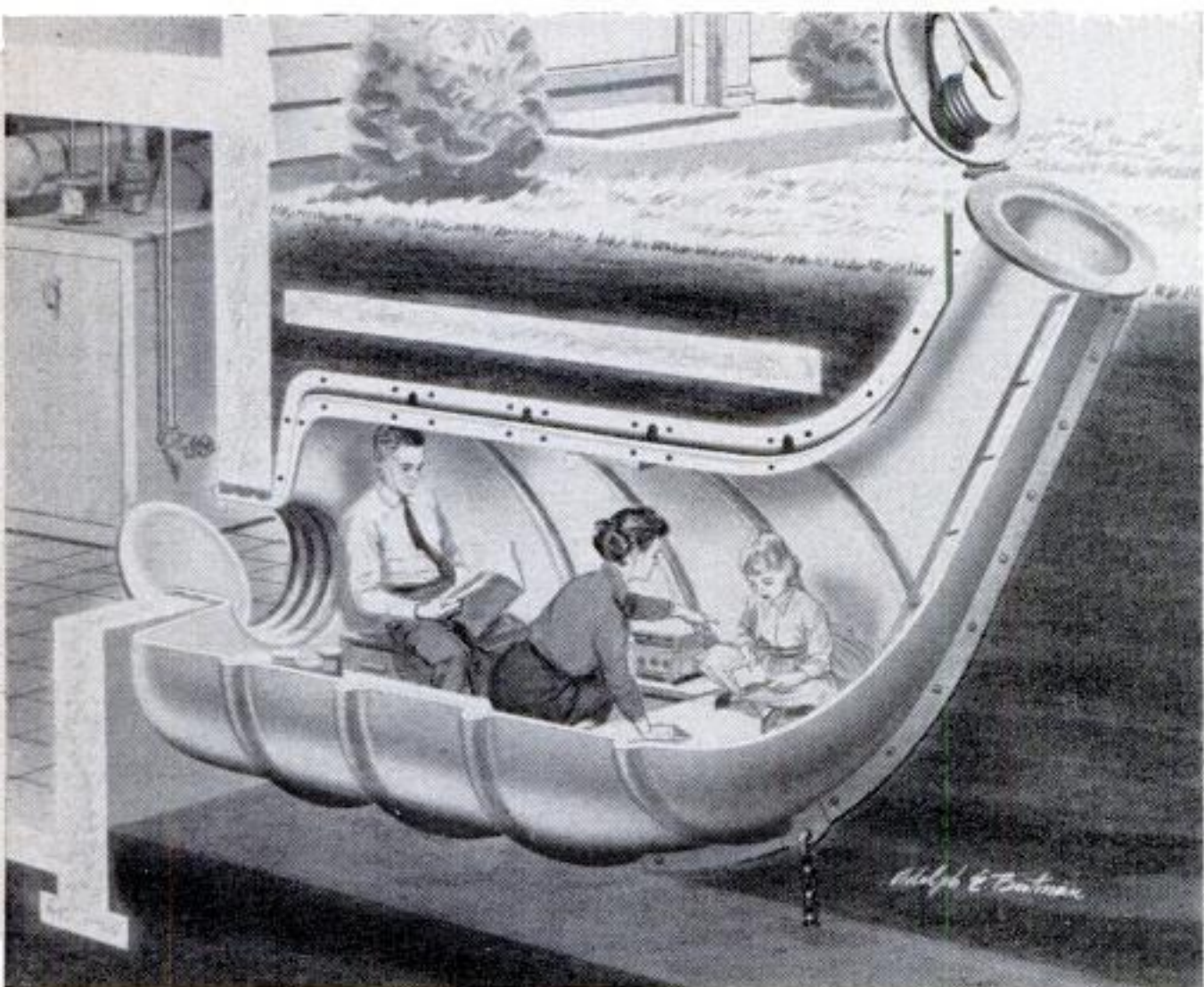
This competition was sponsored by the Early Times Distillery Company under auspices of the American Society of Bartenders, with the cooperation of many bartender unions throughout the country, members of the National Licensed Beverage Association.

**EARLY TIMES**

KENTUCKY STRAIGHT BOURBON WHISKY • EARLY TIMES DISTILLERY COMPANY, LOUISVILLE 1, KENTUCKY • 86 PROOF

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**SHELTER FOR HOME**, designed by Author Bascom, is a prefabricated plastic shell buried under three feet of earth. It would provide adequate protection against blast effects, radiation and fires, would be entered either from the basement or the yard and, says Bascom, could be made for about \$400.

## ATOMIC DEFENSE CONTINUED

per person per year. Some of this money would be spent in subsidies to manufacturers of warning devices, some would go into enlarging the public warning system. An effective warning system is absolutely necessary for without it the vastly more expensive shelter program will be of little use.

4. Two major radio communications systems are required, one for the public, the other for the government. The first should be capable of transmitting information to the public continuously from the instant of warning until the emergency has passed. The other should be able to keep government groups at all levels in contact with one another so that central control can be maintained in the emergency.

The public network would disseminate information about the imminent danger, the progress of the war and the best possible action to circumvent each danger. It would soothe and divert persons in shelters. Transmitters would 1) be manned continuously, in peace as well as war, 2) have several towers in dispersed locations, 3) have stand-by generators for emergency power, 4) have shelter facilities for staff and equipment, 5) have a stock of recorded announcements for use in each of many predictable contingencies, 6) monitor the government network and accept instructions for retransmission to the public and 7) have sufficient power to reach a substantial area. The federal government could designate certain existing commercial stations to be members of this national network, and could subsidize the expense of adding stations as required.

Radio receivers capable of operating independently of the public power system will be needed in or near every shelter.

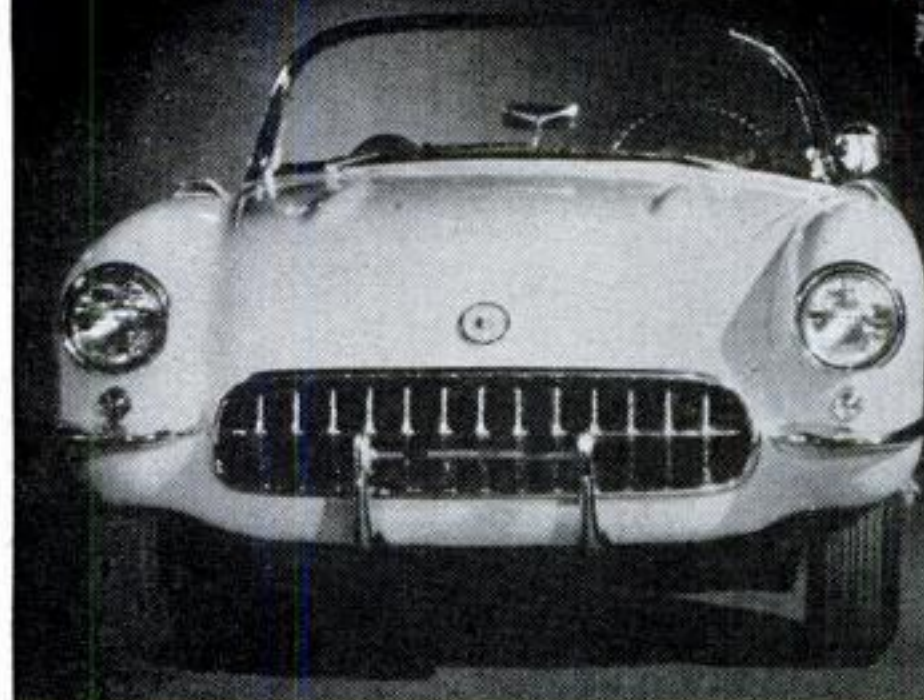
The second communications network would enable state, local and federal governments and subdivisions of each to maintain contact with one another. It also would allow the nation's leaders to confer and to direct the work of reconstruction, thus permitting recovery and rehabilitation to be carried on as a coordinated national effort.

5. Some of the valuable assets of the country should be dispersed so that neither the bulk of our wealth nor any single irreplaceable element could be lost all at once.

The large nuclear bomb, if used against cities or large groups of civilians, is a cheap weapon. With it, great numbers of people can be killed at relatively small expense. One answer to a cheap weapon is a cheap target, and if people and their facilities can be spread so thinly that few are destroyed by each bomb, then the bomb is no longer cheap. The ideal (but obviously impractical) solution would be to distribute the people, the commerce and industry, the transportation and communications lines and other attractive targets evenly throughout the country. Fortunately, the most flexible and easiest of these to move—the people—is also the most valuable. If the people survive, the physical assets can be rebuilt; if the skilled people are lost it will take generations to replace them. Therefore the principal aim of dispersal must be to keep people

CONTINUED

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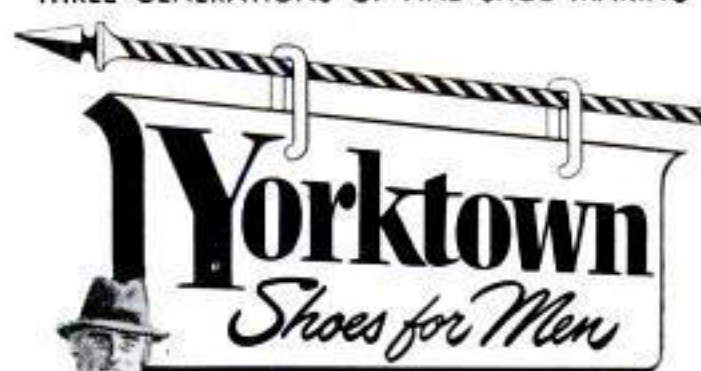
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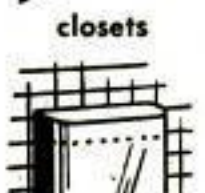
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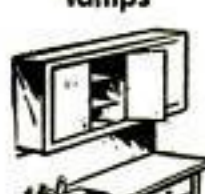
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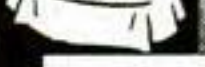
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## ATOMIC DEFENSE CONTINUED

spread as thinly as possible and separated from obviously attractive targets while the danger is greatest.

There is already a marked trend away from urban areas toward dispersed living as a result of easy financing and inexpensive subdivision housing and more convenient automotive transportation to the cities and shopping areas.

Continued easy credit and development of highways and other transportation probably will produce as much dispersal as any direct program. The trend could be speeded even more by the construction of broad high-speed roads beyond those now required and by making credit easier in areas of less dense population.

6. A radiological defense plan must be developed so that areas of fallout can be identified and the hazard evaluated. It will be absolutely necessary to make rapid surveys as soon as the onslaught has subsided so that people will not spend unnecessary time in shelters in areas where there is little radioactivity, and will not emerge too soon in dangerous areas. Ground and aerial measurements must be made and passed along to points where they can be plotted and analyzed. The program must also offer instructions about the nature of the danger and means of decontamination.



REP. CHET HOLIFIELD

adequate protection to a populace unless safeguards are also provided against major fires.

A program of replacing slums with garden apartments and of constructing firebreaks in the form of parks and wide boulevards is clearly desirable from the point of view of improving city living as well as of defense. The government could give additional stimulation and impetus to the existing desire for such projects by providing long-term financing at favorable rates.

9. Washington, D.C. must set an example if the U.S. public is to be expected to take a federal program seriously. The government must demonstrate a belief in the measures that are advocated, for it is obvious that our nation's capital is a target of high priority on the enemy list. Government buildings, especially those now planned or under construction, should have built-in shelters.

10. A new department of the federal government should be set up to provide guidance and subsidies to those who require them during the periods of preparation, attack and recovery.

This department would devise a comprehensive plan; it would conceive, build and operate the parts of the program which are purely federal (such as a warning system, a radiological monitoring system, a stockpile system); it would dispense funds for shelters and for dual-purpose developments to local government, private groups and individuals; it would organize existing national facilities, both public and private, for effective use in wartime; it would encourage public education in technical subjects; it would devise means of testing the efficiency of its defenses—and it would be responsible for making the Washington, D.C. defense into a model for others as a demonstration of federal interest. A bill to set up a federal department somewhat along these lines has been introduced in the House by Representative Chet Holifield of California.

**T**HE importance of dual-use projects for improving our defensive capabilities can scarcely be overstated. Many of the things proposed should be done anyway to keep pace with our rapidly expanding population and economy. It is quite clear that the country needs such things as improved educational facilities, especially in the sciences; a greatly expanded network of roads, including access highways to cities and to undeveloped areas; slum clearance; a widespread microwave communications system, and additional parking facilities in cities.

These are all important elements of civil defense. However, they should be undertaken by local governments. They should not be under the centralized control of a civil defense department, nor should an important part of their cost be charged to it. Rather, this agency should 1) harness our protective instincts to furnish

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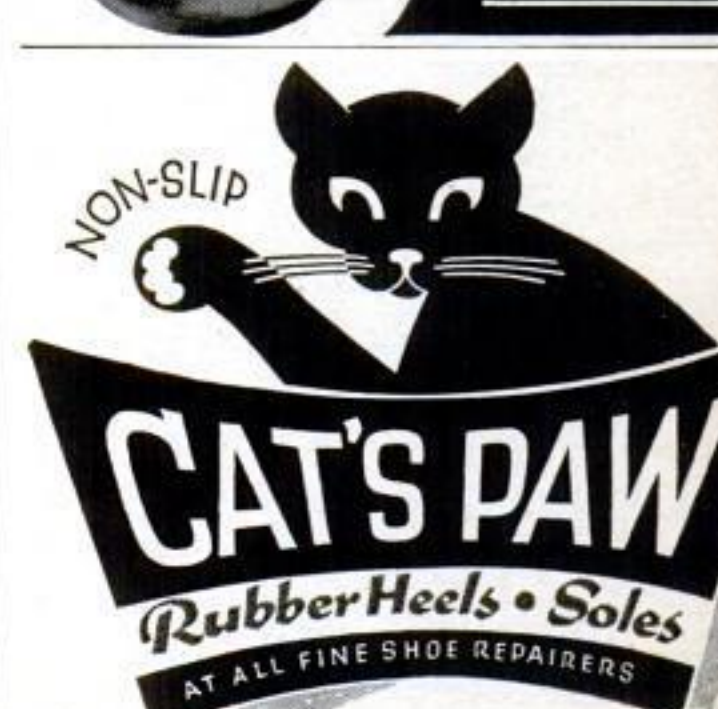


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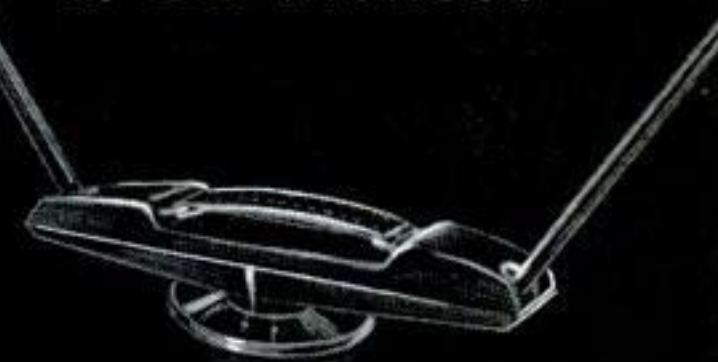


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## ATOMIC DEFENSE CONTINUED

an additional motive and help us rationalize the costs; 2) see that the planning for each of these huge programs really does take the possibility of war into account; 3) supply the money for the additional cost of modifying the plans to make them more useful for defense.

It is not proposed that defense organizations take control of every aspect of our country's development. This is rather a plea for making a coordinated plan which takes all of the nation's needs into account at the same time so that each can be accomplished more efficiently. It is hoped and expected that the percentage of the total effort that would be identified directly with civil defense would be quite small.

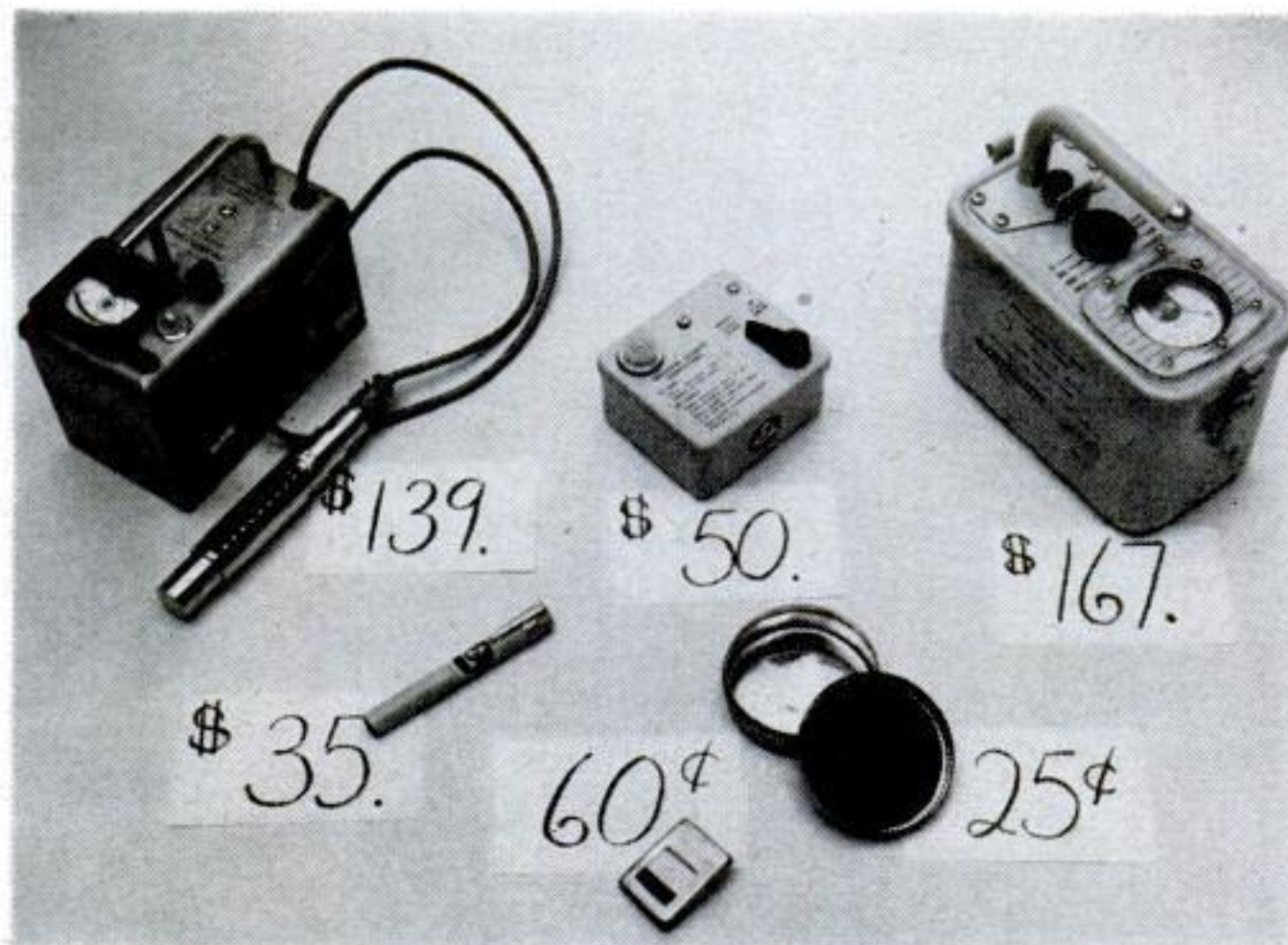
How much might such a program cost? Anything that must be provided for 170 million Americans can't help being expensive. But in trying to estimate the price of this insurance against an event that we instinctively feel is unlikely, we must keep two things in mind: defensive facilities cannot be built at the last minute; their cost is necessarily spread over several years. And there can be a considerable contribution to peacetime efficiency and convenience from dual-use projects.

If we set as a goal the provision of 90% of the protective measures outlined here within six years (one year of planning and five of construction), the total cost can be expected to be around \$24 billion or an average of \$4 billion per year. Not all of this expense, of course, would be borne by the federal government. In any case, it is not beyond our means: \$4 billion is about 10% of the present defense department budget.

Most of the sum allotted to civil defense would go into shelters of various kinds. The warning and communications networks, the educational programs, and the stockpiling and radiological defense expenses combined might cost as much as a billion dollars each. The remaining programs as well as some not indicated here, plus the cost of administration for six years, would absorb the balance. After the principal construction period is over, the continuing budget for replacement, maintenance, education, administration and so forth would level off at perhaps \$500 million a year.

These are admittedly rough guesses. Only the most rigorous engineering study of each item can be expected to produce accurate figures. However it seems quite probable that they are within a factor of two—that is, the ultimate cost will be between half and twice these sums. For the purpose of making a decision to embark on a real civil defense program that is probably close enough.

**M**OST of the foregoing proposals have been offered many times before by others, and some of the needs, long since recognized, have been partly translated into reality. But the bulk of the work is still to be done. Unfortunately, too many people seem to believe that if war comes some magic will intervene to save them and that they are not personally required to make troublesome and expensive preparations on their own behalf. Let us hope that they are right and that evolutionists did not have them in mind when they speculated that war is a eugenic process which eliminates those without a special will to live.



**RADIATION DETECTORS**, now available for the public or civil defense personnel at prices shown, include (bottom row, from left) pocket dosimeter, film badge, water standard indicator. All three indicate presence of radiation and can be easily carried on the person. At the top are a Geiger counter (left) which can measure small amounts of radiation in clothing, a charger for the dosimeter, and ion chamber which measures large-scale radiation.



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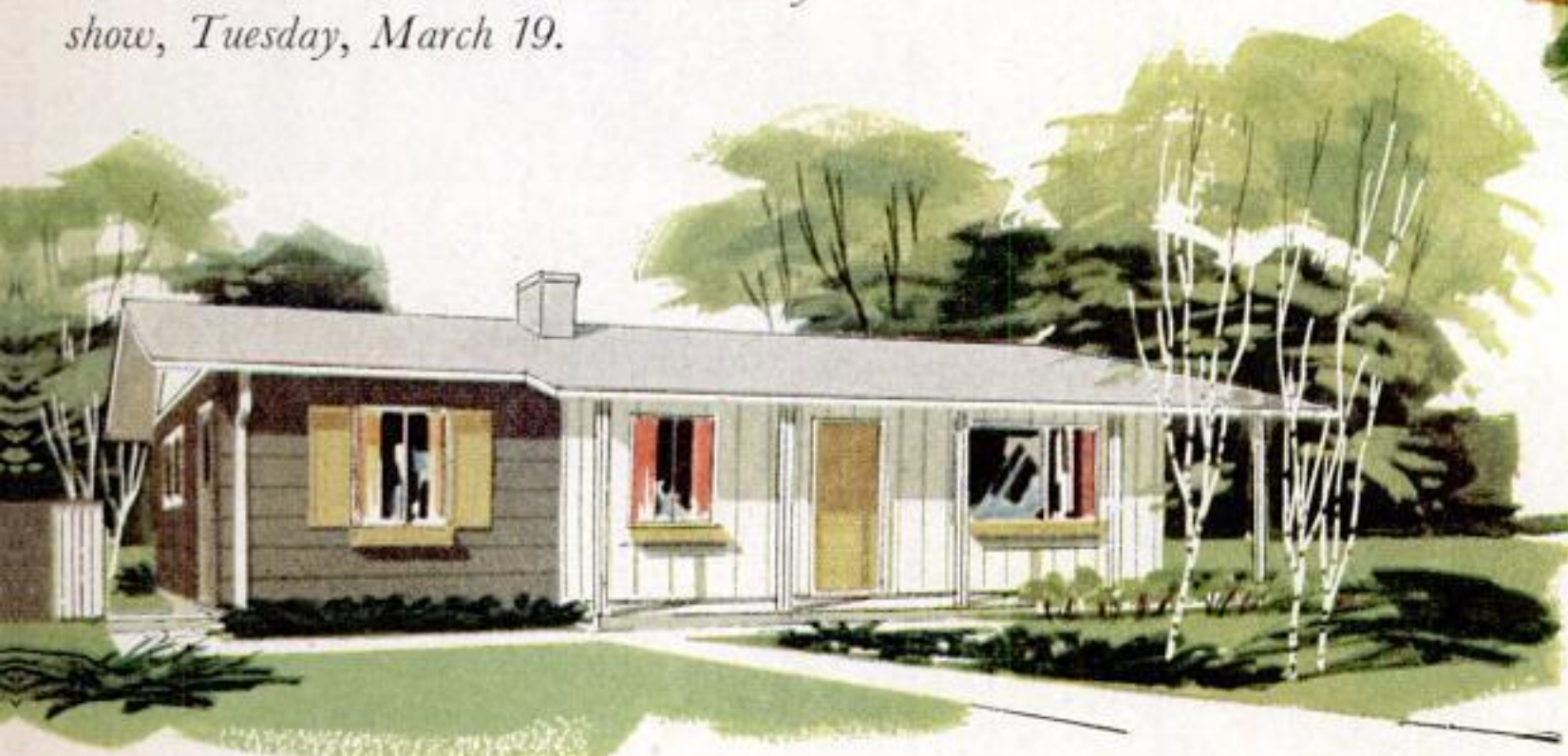


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Whatever your needs and desires . . . whatever price you want to pay . . . you'll choose the best when you select your National home from one of three great new lines . . . Luxury-Line . . . Custom-Line . . . Pacemaker.

Watch Dave Garroway introduce the 1957 National homes on NBC's "Today" show, Tuesday, March 19.



*Custom-Line—\$10,000 to \$15,000. The fine home features of this Custom-Line National home will be shown in McCall's for April.*

*Pacemaker—\$7,500 to \$12,500. National Homes Pacemakers, offering more living space for less money, will be featured in April's Living for Young Homemakers and the summer issue of Bride's.*

Select your new National home during **COUNTRY-WIDE SHOWINGS STARTING MARCH 23**





# THE MIGHTY CHRYSLER

Most glamorous car in a generation



ILLUSTRATED IS THE CHRYSLER NEW YORKER 4-DOOR HARDTOP. CHRYSLER WINDSOR PRICES START AT ABOUT \$3250, INCLUDING PUSHBUTTON TORQUEFLITE TRANSMISSION.

## IT'S SCORING A GRAND SLAM IN HEARTS!

Once in a while a motor car is born that captures the public imagination. By every signpost the industry knows the 1957 Chrysler is such a car. Never before in Chrysler history has a new model had such an immediate and enthusiastic public reception. Chrysler orders are at an all-time record high.

People are buying new Chryslers at such a rate it has been impossible to keep an adequate supply on showroom floors.

What's behind such a success story is always the same thing—imagination! The 1957 Chrysler is so outstanding in styling and in the engineering advances people

want that it's virtually impossible to compare the other cars in its price class with it. See for yourself what makes this Chrysler so distinctive . . . its Flight-Sweep styling, the all-new chassis with Torsion-Aire suspension, new pushbutton TorqueFlite transmission, single unit heating and air-conditioning, Total-Contact brakes and a host of other great engineering breakthroughs. It's truly the most glamorous car in a generation.





**DURING A QUADRILLE** four dancers do a figure while George and Martha Washington (*left*), who were enacted by Mr. and Mrs. Arthur T. Roth, clap their

hands. The setting, built in a ballroom of the Garden City Hotel, is a replica of the balcony on which President Washington took his first inaugural oath.

## Reprise of the First Inaugural Ball



The Franklin National Bank of Franklin Square, Long Island, which has undertaken to honor a patriot each year with a party, this year re-enacted Washington's first inaugural ball, of May 7, 1789. With businesslike attention to details it rented costumes for 230 guests, built impressive settings, looked up all the original menus and music, found a dancing instructor to teach guests the minuet and quadrille.

At the party, guests bowed to Washington, who was the bank president, went on to dance. The women quickly learned how to manage their brocaded skirts and the men not to worry about loose wigs. "This is the first time," said one male, "that I've had hair in 20 years."

**BOWING TO WASHINGTON** (*right*), guests halt during the grand march at start of the ball.





**COSTUMED COLONIALS** listen as the arriving guests are announced. They are drinking cups of Patriot's Punch that is made from claret, brandy and spices.



**LOOK WITH LORGNETTE** satisfies Ferdinand Sieghardt (*left*) that his dance program is full. Felix Nicklas discovers he still needs a partner for the cotillion.



**EIGHTEENTH CENTURY FEAST**, including turtle soup, fish, fowl, roast and six wines, is enjoyed by guests of Mr. and Mrs. R. Gordon Hoxie (*ends of table*).



**DEPARTING DANDY**, bank's vice-president James K. Ryan who came as John Rutledge, brings fur coat to wife after having returned wig and donned a fedora.





## “Get under the veil, princess . . . I’ll hold your Postum”

Wedding preparations bring the whole family closer to each other . . . and Postum is the drink the whole family can *enjoy* together.

You’ll like the *different* flavor . . . grain-rich, slow-roasted . . . a wonderful change from everyday hot drinks . . . a treat at any time of the day.

And *everybody* can drink Postum . . . it’s 100% caffeine-free . . . 100% safe even for your children. Postum helps you round out your evenings with a good night’s sleep.

For less than a penny a cup, start *your* family on the change to this *different* hot drink *today*.

*Enjoy Postum, the hot drink with a different flavor . . .*



A Product of General Foods



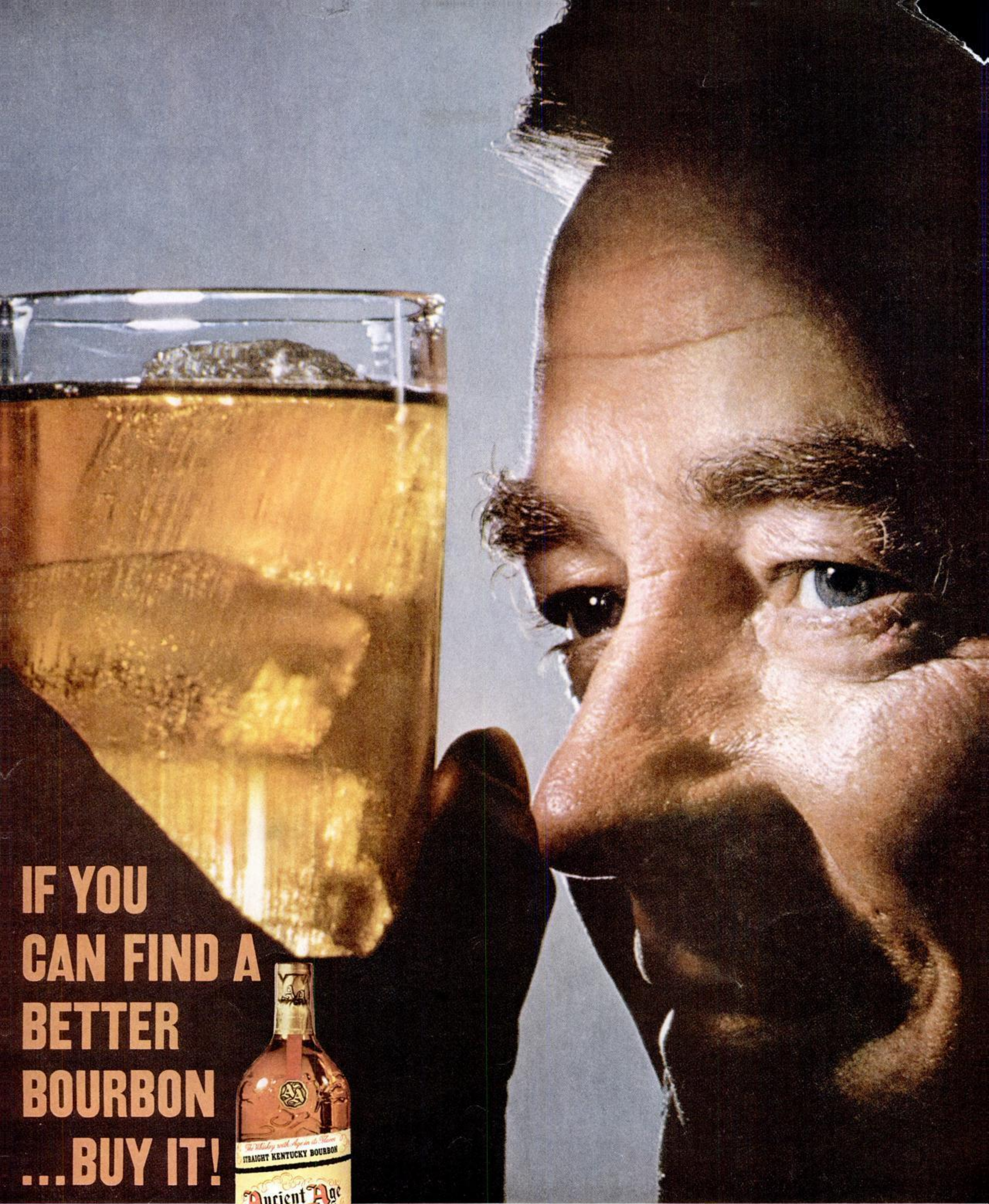


## A SERVING IN SUSPENSE

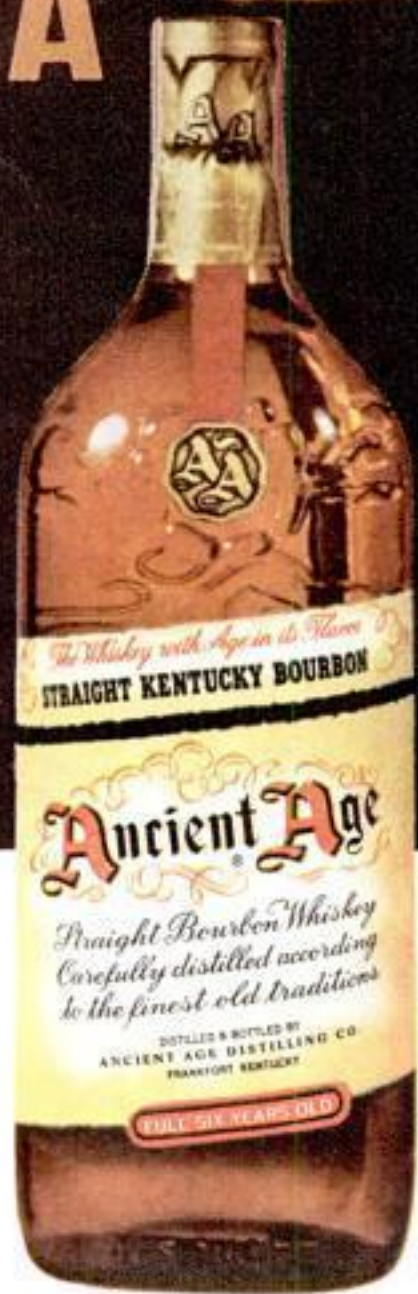
Tony and Peter Purdy went for a ride in a Hunting Percival Pembroke military transport plane near Bedford, England. Tony was seated by a window with a water bottle, a glass and a saucer in his lap. Peter, a photographer, was strapped to the floor, where he could focus on Tony. The plane, which

was making a gravity test flight, climbed to 7,000 feet in a few minutes. As it began to level off, the pull of the plane offset the pull of gravity, and for a moment the scene in the plane made no sense. The glass, the saucer, the water—which splattered Tony—were all hanging in air as Peter took his picture.





**IF YOU  
CAN FIND A  
BETTER  
BOURBON  
...BUY IT!**



Out of Kentucky, the great bourbon country, comes the greatest of them all, mellow, warmhearted, aged to perfection six full years . . . Ancient Age. We challenge you to find a better bourbon. Kentucky Straight Bourbon Whiskey • 86 Proof • © Ancient Age Distilling Company, Frankfort, Kentucky

**Ancient Age** bourbon



# LIKE YOUR PLEASURE **BIG?**

The advertisement features three men in suits holding up large cartoon drawings. The man on the left, wearing a dark suit and a bow tie, holds a drawing by W. Steig depicting a man in a suit sitting on a chair, being kissed on the cheek by a woman, while a young girl stands nearby. The man in the center, wearing a light-colored suit, holds a drawing by El Capitan showing a woman in a black dress and a man in a suit. The man on the right, wearing a dark suit, holds a drawing by Richter of a large fish with a man in a suit riding on its back. In the foreground, a pack of Chesterfield cigarettes is visible, with several cigarettes standing upright next to it. The pack is white with gold and blue accents, featuring the Chesterfield logo and the word 'CIGARETTES'.

© Liggett & Myers Tobacco Co.

**THREE FAMOUS FUNSTERS CARTOON BIG PLEASURE!** If you're a fishin' fan or a fun lovin' man, the more, the bigger, the better! In smoking, too, nothing satisfies like the **real big pleasure** of a **full-flavored** Chesterfield. **Packed more smoothly** by exclusive **Accu-Ray**, it's the **smoothest tasting** smoke today. Try 'em—get much more of what you're smoking for!

# SMOKE FOR REAL SMOKE **CHESTERFIELD**

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